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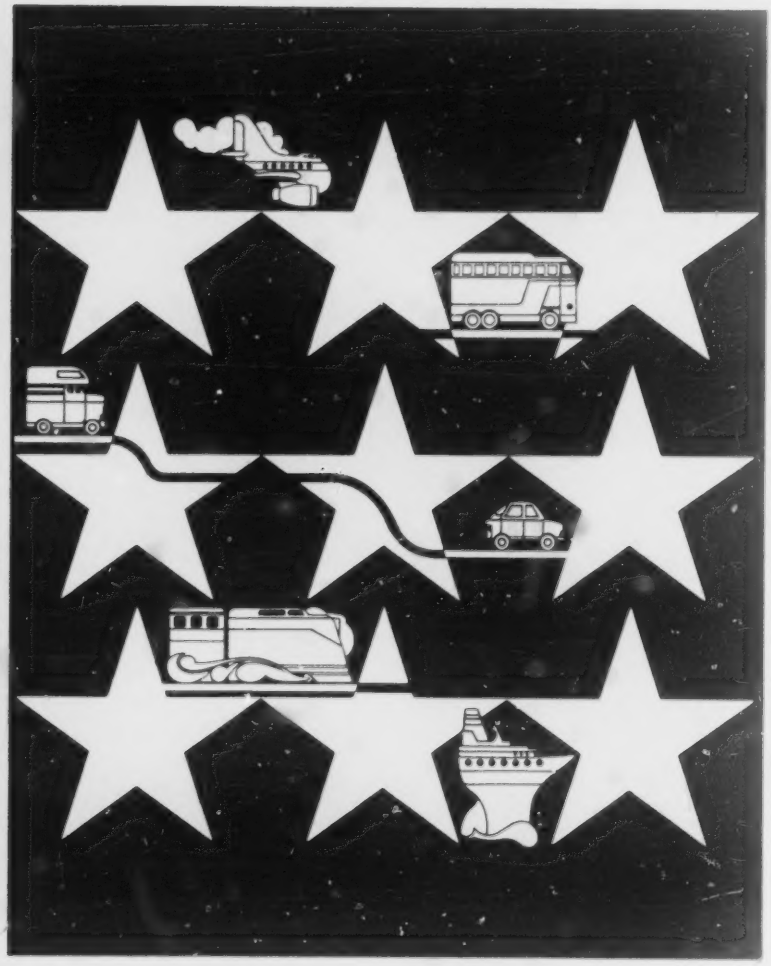
US Travel
Data Center

Survey of State Travel Offices 1988-89



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The US Travel Data Center is an affiliate of the Travel Industry Association of America

SURVEY OF STATE TRAVEL OFFICES

1988-1989

Washington, D.C.

December 1988

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An Affiliate of the Travel Industry Association of America

The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Rossi Ralenkotter, Chairman

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of state travel offices have proven to be of interest to travel-related businesses, students of government, travel researchers, and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information about programs and operations allows each director to compare their office with others; to learn of new, innovative programs; and begin to develop joint solutions to common problems. In 1973, the US Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. The Survey of State Travel Offices 1988-89 is the sixteenth annual report in the series.

The report is based upon questionnaires completed by representatives of all of the state travel offices, and comparable agencies in the District of Columbia and three U.S. territories. Survey responses provide a detailed picture of the state travel office operations planned for fiscal year 1988-89, which for the majority of states runs from July, 1988 to June, 1989. Results parallel those of previous surveys, though not all questions are repeated every year.

The survey was conducted over August - November, 1988. This year's questionnaire was completely revised to improve and test certain questions. Attempts have been made to clarify vague or unclear responses. Questions about individual replies should be directed to the relevant state travel office. As with all of its publications, the Data Center is interested in reactions to the format and subject matter covered in this report.

We wish to express our sincere appreciation to all state personnel who took the time to fill out the somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications and mutual understanding within the travel industry, and between the industry and the public. Larry Darlak compiled the tables of survey responses in this report. Lois Findlay conducted the data collection, editing and analysis of results, and prepared this report.

US Travel Data Center
Washington, D.C.
December, 1988

SUMMARY AND ANALYSIS

In early August, 1988, the US Travel Data Center sent its annual survey to the government travel offices in 50 states, and to comparable offices in the District of Columbia and five U.S. territories.

The questionnaire covers an extensive range of state travel office operations. It is intended to meet the informational needs of the state travel directors, as well as many private industry components.

Questionnaires were returned by all state travel offices, including two from Texas and Hawaii, and by the territories of American Samoa, Guam and the Northern Marianas Islands.

The term 'state' is used in this report to denote the state travel offices responding to the survey. As in reports published in the last several years, analysis of and reference to the territories and the District of Columbia in the narrative report is separate.

Complete answers were sought for all items to produce a comprehensive report. In some cases, blanks occur where answers are not available from the offices. In others, estimates are provided in lieu of actual figures by states when, for example, they are uncertain of how funds will be allocated among expenditure categories.

The tables of survey responses appearing on pages 19 - 88 are divided into eight sections. Tables are labeled by topic, and the list of topics is outlined in the Table of Contents.

Explanatory notes are given in the final table for each section. Survey responses in the tables marked with one or more asterisks (*) also reference further explanation in each explanatory notes/additional comments section.

Each year the survey requires state travel offices to categorize budgets for two fiscal years. For example, this report presents a breakdown of both the upcoming projected budgets for fiscal year 1988-89, as well as the actual expenditures for fiscal year 1987-88. States' actual budget breakdowns are collected at the end of each fiscal year to provide an accurate record of expenditure levels.

The 1987-88 actual state travel office budget figures, therefore, may not agree with projected figures for individual states which were published in the previous report in this series. In this year's survey, for example, ten states indicated that the projected total budget for 1988-89 was not final at the time of the survey completion. The purpose of successive reports is to continually provide the most updated information available.

GENERAL ADMINISTRATION

Forty-eight states and three U.S. territories responding to the survey currently have one official government agency primarily responsible for travel development and promotion. The D.C. Convention and Visitors Association is responsible for travel development in the District of Columbia.

In two states there are two agencies or entities which share responsibility for travel development. Hawaii has a state travel office (HA-STO) as a division of the Department of Business and Economic Development, which works in conjunction with the Hawaii Visitors Bureau (HA-HVB). Texas has two state agencies, the Travel and Information Division of the Department of Highways and Public Transportation (TX-HWYS), and the Tourism Division of the newly-created Department of Commerce (Tx-TOUR). "General Administration -- Table 1" outlines the functions of each of these entities.

Throughout this report, figures in parentheses represent the number of states providing information used to compute the given total or average. Generally, answers for Hawaii and Texas have been averaged or have otherwise only been counted once. Budget allocations for the two tourism entities in these states have been combined.

The head of the state travel office is referred to as the "state travel director" throughout this report, although the actual titles might vary. Of the 33 states reporting that the position of state travel director is appointed, in 21 of these states the appointment is made by the governor. The state travel director is under the state equivalent of the civil service system in only 11 states.

Eight new directors have been named since publication of the previous report in this series. The average number of years that the 45 state travel directors in place as of July, 1988 have served is 4.4 years (45). Three directors have been named since July of 1988, and two positions were open. Only 10 of these 45 directors had previously been with the agency before becoming director. The average years these directors had been with the agency as of July, 1988 was 5.8 years (45).

Forty-two travel offices report that there is a chief assistant to the travel director. The position, however, was vacant in five of those states. Thirteen of the assistants have changed or started since last year, and the length of service for all assistants varies from 1 month to 21 years. In 19 states the chief assistant position is under the state equivalent of the civil service system. Thirty-five states indicated that some or all of the rest of the travel office staff is also under a type of civil service system.

State travel offices vary widely in the size of their staffs, which range from 3 to 145 full-time employees for an average of 36.0 (50) full-time employees per office. Thirty-four state travel offices also reported part-time employees, ranging in number from 1 to 60 and averaging 14.1 per office.

Variation in staff size is due, in part, to the inclusion of welcome center employees and budget by half of the travel offices. The average number of welcome center employees reported (if any) for these states is 26.4 full-time (29) and 15.4 part-time (10) employees. Excluding welcome center employees from totals, the average staff sizes are 20.7 full-time (50) and 4.1 part-time (34) employees.

In 43 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, it is the commerce and/or economic development department. In seven of these states, tourism promotion is combined with a related function such as parks, recreation, and community or local affairs.

The remaining 9 travel offices are cabinet level, independent agencies or tourism commissions, usually reporting directly to the governor. The total (52) includes two government agencies in Texas and one in Hawaii, along with the independent visitors bureau in Hawaii.

Of the three territories and the District of Columbia, the average length of service for all directors is 5 years, with an average of 6.6 years in the office altogether. The staff for these offices ranges from 6 to 32 full-time employees, an average of 18 people per office.

ADVERTISING

In 32 states the tourism director or chief assistant manages the development of the state's advertising program. In 17 states this function is performed by a marketing, advertising or promotions officer. Twelve states reported a change in the advertising agency retained since last year. Advertising agencies are, on average, in their fourth year for the 50 states.

In 46 states and the three territories, advertising is at least partially directed toward stimulating inquiries. Twenty-one of these states reported that all of the advertising budget is directed toward stimulating inquiries, while the overall average amount of the budget dedicated to this purpose is 84 percent (46).

Travel offices reported a total of 12 million general and advertising-generated inquiries received during 1987, or approximately 267,000 inquiries per state (45), ranging from under 100,000 to one million. The majority of states receive some or all inquiries through toll-free lines. For these states, about 38 percent (40) of all inquiries are received via toll-free lines, on average.

Eighteen states said there is advertising in their inquiry fulfillment piece, which for five of these states completely covers the production cost. Inquiries are surveyed to measure advertising effectiveness by 44 state travel offices. Generally states have inquiry source tracking and conduct conversion studies by telephone or by mail, either through an insert card in the fulfillment piece, or a follow-up survey.

BUDGET

The first of five budget sections (pages 37 - 39) includes budget totals for the two years reported in the survey, along with rankings for the 50 states. The next two sections give detailed breakdowns of the two budgets covered in the survey, as follows:

Budget -- 1987-88 Actual Expenditures	Pages 40 - 45
Budget -- 1988-89 Projected Budgets	Pages 46 - 52

The section "Budget -- 1988-89 Advertising" (pages 53 - 55) contains information about general promotion and foreign advertising allocations for fiscal year 1988-89. Explanatory notes for figures with asterisks (*) are in the "Budget -- Comments" tables, appearing on pages 56 - 57. Expenditure category descriptions are detailed in Appendix A.

Total Budgets

The proposed budgets for fiscal year 1988-89 total over $317 million (50), 9 percent more than the $291 million (50) actual budget allocation for fiscal year 1987-88.

State general revenues are the sole funding source for 27 travel offices. Other revenue sources for the other 23 states (up from 16 last year) include lodging and other tourism-dedicated tax receipts, membership dues, lottery funds, and a few private sources.

Allocations for matching funds programs, usually used for cooperative advertising, are included in the 1988-89 budget for 36 states. For some states matching funds are derived from separate appropriations, and are not included in the totals reported here.

As shown in Table A, the proposed budgets for fiscal year 1988-89 range from $24,331,900 in New York to $1,166,278 in Kansas. The average state travel office budget for 1988-89 is estimated at $6,342,479. Nineteen states' budgets fall above this mean, accounting for 69 percent of the $317 million projected total for all 50 states.

The distribution of state travel office budgets is skewed to the high end. New York at $24.3 million, and Illinois closely following at $23.9 million, are at a level nearly four times the average. The sum of budgets for the top ten states alone represents nearly half (47 percent) of the total projected allocation. The average of state travel budgets is heavily weighted by these top ten states. The remaining 40 travel office budgets fall closer together in a range between one and ten million dollars, with an average of $4,191,391.

The California Office of Tourism received no funding for the months of July and August, 1988. Therefore, its total $5.5 million allocation covers only 10 months of fiscal year 1988-89. Due to a reorganization of its Department of Development, the Mississippi Tourism Division provided only a tentative budget total for 1988-89.

Three U.S. territories provided breakdowns of their 1988-89 budgets. Guam reported a total of $2,934,893, the same level as in 1987-88. American Samoa estimated a 10 percent decline at $464,500, while Marianas anticipated a 27 percent increase to $1,665,000.

TABLE A: 1988-89 PROJECTED STATE TRAVEL OFFICE BUDGETS BY RANK

1	New York	$24,331,900	26	Kentucky	5,017,000
2	Illinois	23,903,900	27	Maryland	4,913,012
3	Texas	18,294,770	28	Montana	3,911,750
4	Hawaii	16,040,119	29	Louisiana	3,747,445
5	Pennsylvania	14,058,755	30	Utah	3,695,087
6	Michigan	11,600,000	31	Wyoming	3,552,245
7	Alaska	10,820,100	32	Iowa	3,364,406
8	Florida	10,634,907	33	Maine	2,870,394
9	Virginia	9,924,352	34	Arkansas	2,757,890
10	Tennessee	9,859,500	35	Washington	2,599,367
11	Massachusetts	9,530,058	36	Rhode Island	2,561,000
12	New Jersey	8,841,000	37	New Mexico	2,464,600
13	Colorado	8,095,000	38	Connecticut	2,454,000
14	Georgia	8,041,868	39	South Dakota	2,400,000
15	South Carolina	7,522,000	40	West Virginia	2,245,234
16	Minnesota	6,777,100	41	Mississippi	2,115,000
17	Oklahoma	6,656,271	42	Indiana	2,100,000
18	North Carolina	6,407,469	43	Oregon	2,097,000
19	Wisconsin	6,400,000	44	Idaho	2,073,300
20	Nevada	6,114,891	45	Vermont	1,937,300
21	Missouri	5,655,998	46	New Hampshire	1,915,207
22	Ohio	5,612,553	47	Delaware	1,382,200
23	California	5,500,000	48	Nebraska	1,190,763
24	Arizona	5,451,200	49	North Dakota	1,187,000
25	Alabama	5,332,772	50	Kansas	1,166,278
				Grand Total	$317,123,961
				Average	$6,342,479

To emphasize the geographic variation in the development of tourism promotion in the U.S., the state travel office budgets are grouped by the nine U.S. Census Regions in Table B. The number of states comprising each region is shown in parentheses.

The Mid-Atlantic region continues to outdistance other regions in its average state travel office budget, as two of the three states in this region are among the top five budgets overall. The East North Central region has the second highest average budget, with two of its five states registering in the top ten tourism budgets.

Table B also presents the percentage increase of the average budget per Census Region over 1987-88 spending levels, as reported by the states in this year's survey.

The marginal decrease for the Pacific region reflects California's 30 percent decline, offset by other states' increases. The largest percentage increase occurred in the West North Central region, which continues to have the lowest average.

TABLE B: 1988-89 STATE TRAVEL OFFICE BUDGETS BY CENSUS REGION

Census Region*	1988-89 Average Budget Per Region		Percent Change from 1988-89 Actual Budget
New England	$3,544,660	(6)	4.9%
Mid-Atlantic	15,743,885	(3)	9.5%
South Atlantic	6,383,880	(8)	13.6%
East South Central	5,581,068	(4)	11.6%
East North Central	9,923,291	(5)	8.1%
West South Central	7,864,094	(4)	11.7%
West North Central	3,105,935	(7)	20.4%
Mountain	4,419,759	(8)	7.4%
Pacific	7,411,317	(5)	-0.5%
All States	$6,342,479	(50)	9.1%

Note: Number of states reporting is given in parentheses.

*Census Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
MID-ATLANTIC: New Jersey, New York, Pennsylvania.
SOUTH ATLANTIC: Delaware, Florida, Georgia, Maryland, Virginia, North Carolina, South Carolina, West Virginia.
EAST SOUTH CENTRAL: Alabama, Kentucky, Mississippi, Tennessee.
WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas.
EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin.
WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.
MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.
PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Two-Year Breakdown and Comparison

Table C compares the average 1988-89 projected breakdown for each of the budget categories with 1987-88 actual spending levels.

TABLE C: SUMMARY OF AVERAGE BUDGETED EXPENDITURES BY CATEGORY

Category*	1987-88 Average Actual Budget		1988-89 Average Projected Budget		Annual Percent Change
Advertising	$2,256,379	(50)	$2,448,717	(50)	8.5%
Personnel Services	776,426	(48)	837,071	(48)	7.8%
Administrative Costs	410,414	(47)	425,752	(47)	3.7%
Printing & Production	467,468	(46)	460,541	(46)	-1.5%
Inquiry Fulfillment	302,337	(41)	366,797	(42)	21.3%
Promotion, Press & PR	348,867	(45)	355,838	(45)	2.0%
Research	87,060	(39)	113,214	(37)	30.0%
Matching Funds Program	568,649	(34)	747,510	(36)	31.5%
Welcome Center Operation	395,011	(30)	443,435	(33)	12.3%
Other	654,009	(37)	759,157	(37)	16.1%
Total Budget	$5,812,768	(50)	$6,342,479	(50)	9.1%

Note: Number of states reporting is given in parentheses.

*Descriptions of each expenditure category are given in Appendix A.

Descriptions of each expenditure category given in Appendix A were included in this year's survey for use by state travel offices in preparing their budget breakdowns. Two categories newly specified this year are Inquiry Fulfillment and Direct Grants.

A total of 19 travel offices included allocations for Direct Grants in their 1988-89 budget, with an average of $624,869 (19). The average of states reporting figures for Direct Grants for both fiscal years (excluding Illinois at $5 million) is $334,407 (16), a 16 percent decrease for those states from 1987-88 allocations.

The annual percentage increase or decrease from the 1987-88 actual expenditures to the 1988-89 projected total budget for each state, as reported in the current survey, is shown in Table D.

TABLE D: ANNUAL PERCENT CHANGE IN TOTAL STATE TRAVEL BUDGETS

		1987-88 Actual	1988-89 Projected	Annual Percent Change
AL	Alabama	$5,125,032	$5,332,772	4%
AK	Alaska	9,085,803	10,820,100	19%
AZ	Arizona	3,331,400	5,451,200	64%
AR	Arkansas	2,682,093	2,757,890	3%
CA	California	7,900,000	5,500,000	-30%
CO	Colorado	8,914,028	8,095,000	-9%
CT	Connecticut	2,153,300	2,454,000	14%
DE	Delaware	1,227,899	1,382,200	13%
FL	Florida	10,723,551	10,634,907	-1%
GA	Georgia	7,075,270	8,041,868	14%
HA	Hawaii	15,687,172	16,040,119	2%
ID	Idaho	2,026,500	2,073,300	2%
IL	Illinois	20,500,000	23,903,900	17%
IN	Indiana	2,059,039	2,100,000	2%
IA	Iowa	1,410,533	3,364,406	139%
KS	Kansas	895,281	1,166,278	30%
KY	Kentucky	3,961,800	5,017,000	27%
LA	Louisiana	4,021,388	3,747,445	-7%
ME	Maine	2,640,000	2,870,394	9%
MD	Maryland	3,573,592	4,913,012	37%
MA	Massachusetts	9,973,972	9,530,058	-4%
MI	Michigan	10,645,400	11,600,000	9%
MN	Minnesota	5,851,700	6,777,100	16%
MS	Mississippi	1,606,530	2,115,000	32%
MO	Missouri	5,243,038	5,655,998	8%
MT	Montana	3,826,944	3,911,750	2%
NE	Nebraska	1,168,142	1,190,763	2%
NV	Nevada	5,757,142	6,114,891	6%
NH	New Hampshire	1,895,056	1,915,207	1%
NJ	New Jersey	8,141,000	8,841,000	9%
NM	New Mexico	2,099,700	2,464,600	17%
NY	New York	22,988,600	24,331,900	6%
NC	North Carolina	6,496,872	6,407,469	-1%
ND	North Dakota	1,187,000	1,187,000	0%
OH	Ohio	6,362,553	5,612,553	-12%

TABLE D: ANNUAL PERCENT CHANGE IN TOTAL STATE TRAVEL BUDGETS (Continued)

		1987-88 Actual	1988-89 Projected	Annual Percent Change
OK	Oklahoma	4,460,353	6,656,271	49%
OR	Oregon	2,354,000	2,097,000	-11%
PA	Pennsylvania	12,012,400	14,058,755	17%
RI	Rhode Island	1,864,000	2,561,000	37%
SC	South Carolina	6,755,188	7,522,000	11%
SD	South Dakota	2,300,500	2,400,000	4%
TN	Tennessee	9,309,010	9,859,500	6%
TX	Texas	17,005,526	18,294,770	8%
UT	Utah	3,681,297	3,695,087	0%
VT	Vermont	1,745,800	1,937,300	11%
VA	Virginia	7,312,676	9,924,352	36%
WA	Washington	2,224,347	2,599,367	17%
WV	West Virginia	1,789,791	2,245,234	25%
WI	Wisconsin	6,313,200	6,400,000	1%
WY	Wyoming	3,272,903	3,552,245	9%
	Total	$290,638,421	$317,123,961	9.1%
	Average	$5,812,768	$6,342,479	

A five-year summary comparison of state travel office budgets is presented in Table E. Actual state travel office budget totals and averages for fiscal years 1984-85 through 1987-88 for the fifty states, as given in the four preceding state travel office surveys, are compared with the projected 1988-89 total budget figure.

TABLE E: FIVE-YEAR COMPARISON OF STATE TRAVEL OFFICE BUDGETS

Fiscal Year	Total Actual Budget	Average Actual Budget	Annual Percent Change
1984-85	$190,083,500	$3,801,670 (50)	23.1%
1985-86	211,618,948	4,232,379 (50)	11.3%
1986-87	243,634,941	4,872,699 (50)	15.1%
1987-88	290,638,421	5,812,768 (50)	19.3%
1988-89*	317,123,961	6,342,479 (50)	9.1%

*Projected budgets for 1988-89
Note: Number of states reporting is given in parentheses.

Advertising Budgets

The state 'advertising' budget is the sum of media purchase and production costs. Travel offices report proposed 1988-89 advertising budgets totaling $122,435,863, an average of $2,448,717 (50) per state. Advertising budgets for 1988-89 vary from a low of $171,346 to a high of $12,085,000, as shown in Table F.

The actual average of advertising expenditures for 1987-88 was $2,256,379 (50). Overall, the portion of total budgets allocated for advertising has remained at 39 percent for 1987-88 and 1988-89.

The two territories reporting 1988-89 advertising budgets were Guam at $575,751, and American Samoa at $87,000, both at the same or marginally lower levels than 1987-88 expenditures.

TABLE F: 1988-89 PROJECTED ADVERTISING BUDGETS BY RANK

1	New York	$12,085,800	26	Minnesota	1,504,191
2	Illinois	11,500,000	27	Kentucky	1,500,000
3	Texas	7,665,118	28	Montana	1,475,600
4	New Jersey	5,856,013	29	Wyoming	1,402,130
5	Alaska	5,178,245	30	Iowa	1,336,500
6	Florida	4,862,176	31	Rhode Island	1,020,000
7	Missouri	4,345,770	32	Louisiana	1,000,000
8	Pennsylvania	4,340,500	33	Connecticut	981,000
9	Virginia	4,139,000	34	South Dakota	953,000
10	Hawaii	4,000,000	35	Maryland	940,859
11	Colorado	3,940,000	36	Indiana	885,000
12	Michigan	3,500,000	37	Nevada	795,000
13	Massachusetts	3,348,058	38	West Virginia	700,000
14	Wisconsin	3,300,000	39	New Hampshire	700,000
15	Arizona	3,210,600	40	Oregon	600,000
16	North Carolina	3,001,947	41	Washington	532,613
17	South Carolina	2,850,000	42	Arkansas	483,298
18	California	2,690,000	43	Vermont	470,000
19	Oklahoma	2,643,918	44	New Mexico	416,300
20	Tennessee	2,550,000	45	North Dakota	382,000
21	Georgia	1,773,004	46	Idaho	325,000
22	Ohio	1,603,480	47	Mississippi*	310,000
23	Alabama	1,600,200	48	Nebraska	294,000
24	Utah	1,565,600	49	Delaware	200,000
25	Maine	1,508,597	50	Kansas	171,346
				Grand Total	$122,435,863
				Average	$2,448,717

*Figure used from previous survey to permit ranking

As with total budgets, advertising budgets are unevenly distributed over the range. Twenty states have advertising budgets greater than the average. The sum of advertising budgets for the top ten states represents 52 percent of the total funds allotted for advertising by all fifty travel offices. Travel offices in 21 states project to spend between $1 and $3.5 million, while 18 states have budgeted under one million dollars.

Average advertising budgets by Census Region are given in Table G. The Mid-Atlantic region outpaces the other regions in advertising spending, with all three states in the region ranking among the top ten states in advertising spending overall.

Most Census Regions enjoyed gains in their average advertising budgets. The West North Central region saw a 25 percent jump from 1987-88, bringing it closer to other regions at similar spending levels. The Pacific region, with four of five states experiencing advertising budget declines, was the only region to show an overall decrease, 15 percent.

TABLE G: 1988-89 STATE TRAVEL ADVERTISING BUDGETS BY CENSUS REGION

Census Region*	1988-89 Average Budget Per Region	Percent Change from 1987-88 Actual Budget
New England	$1,337,943 (6)	6.8%
Mid-Atlantic	7,427,438 (3)	9.7%
South Atlantic	2,308,373 (8)	15.3%
East South Central	1,490,050 (4)	18.0%
East North Central	4,157,696 (5)	8.6%
West South Central	2,948,084 (4)	15.4%
West North Central	1,283,830 (7)	25.4%
Mountain	1,641,279 (8)	8.3%
Pacific	2,600,172 (5)	-14.8%
All States	$2,448,717 (50)	8.5%

Note: Number of states reporting is given in parentheses.

*See page 6 for states comprising each Census Region.

The annual percentage increase or decrease from the 1987-88 actual expenditures to the 1988-89 projected advertising budget for each state, as reported in the current survey, is shown in Table H.

TABLE H: ANNUAL PERCENT CHANGE IN STATE TRAVEL ADVERTISING BUDGETS

		1987-88 Actual	1988-89 Projected	Annual Percent Change
AL	Alabama	$1,400,000	1,600,200	14%
AK	Alaska	4,738,158	5,178,245	9%
AZ	Arizona	1,960,600	3,210,600	64%
AR	Arkansas	530,746	483,298	-9%
CA	California	4,560,000	2,690,000	-41%
CO	Colorado	4,548,859	3,940,000	-13%
CT	Connecticut	981,000	981,000	0%
DE	Delaware	150,000	200,000	33%
FL	Florida	4,765,993	4,862,176	2%
GA	Georgia	2,072,943	1,773,004	-14%
HA	Hawaii	4,428,236	4,000,000	-10%
ID	Idaho	325,000	325,000	0%
IL	Illinois	10,000,000	11,500,000	15%
IN	Indiana	721,307	885,000	23%
IA	Iowa	202,533	1,336,500	560%
KS	Kansas	148,985	171,346	15%
KY	Kentucky	850,000	1,500,000	76%
LA	Louisiana	780,769	1,000,000	28%
ME	Maine	1,009,035	1,508,597	50%
MD	Maryland	564,935	940,859	67%
MA	Massachusetts	3,652,419	3,348,058	-8%
MI	Michigan	3,649,800	3,500,000	-4%
MN	Minnesota	1,472,078	1,504,191	2%
MS	Mississippi	310,000*	310,000*	
MO	Missouri	3,945,770	4,345,770	10%
MT	Montana	1,643,428	1,475,600	-10%
NE	Nebraska	249,127	294,000	18%
NV	Nevada	879,842	795,000	-10%
NH	New Hampshire	640,000	700,000	9%
NJ	New Jersey	5,370,300	5,856,013	9%
NM	New Mexico	416,300	416,300	0%
NY	New York	11,400,000*	12,085,800	
NC	North Carolina	2,798,465	3,001,947	7%
ND	North Dakota	350,000	382,000	9%
OH	Ohio	1,470,000	1,603,480	9%

TABLE H: ANNUAL PERCENT CHANGE IN STATE TRAVEL ADVERTISING BUDGETS (Continued)

		1987-88 Actual	1988-89 Projected	Annual Percent Change
OK	Oklahoma	1,117,232	2,643,918	137%
OR	Oregon	950,000	600,000	-37%
PA	Pennsylvania	3,542,780	4,340,500	23%
RI	Rhode Island	854,000	1,020,000	19%
SC	South Carolina	2,767,032	2,850,000	3%
SD	South Dakota	800,000	953,000	19%
TN	Tennessee	2,492,754	2,550,000	2%
TX	Texas	7,792,972	7,665,118	-2%
UT	Utah	1,090,000	1,565,600	44%
VT	Vermont	379,200	470,000	24%
VA	Virginia	2,655,265	4,139,000	56%
WA	Washington	584,774	532,613	-9%
WV	West Virginia	244,950	700,000	186%
WI	Wisconsin	3,304,000	3,300,000	0%
WY	Wyoming	1,257,365	1,402,130	12%
	Total	$112,818,952	$122,435,863	8.5%
	Average	$2,256,379	$2,448,717	

*Advertising budget unavailable. Figure from previous survey used to permit ranking only.

States were requested in the survey to categorize their media purchase budget according to the advertising media to be used. Thirty-five states provided a complete media purchase breakdown by six categories, with the average amount budgeted per medium detailed in Table I.

Two territories, Guam and American Samoa, reported media purchase budgets for 1988-89 of $543,492 and $10,000, respectively. The majority of these funds are designated for magazine advertising.

Twenty travel offices included solicitation of conventions in their 1988-89 general promotion budget. On average, states dedicated $59,859 (34) for participation in about 15 travel shows (40) for 1988-89, including domestic, international, consumer and trade shows.

Thirty-one states were able to estimate their foreign promotion and media purchase allocation for the upcoming year. As shown in the tables, "Budget -- 1988-89 Advertising", these budgets ranged from $10,000 to $2,410,000, with an average of $542,264 per state (31). A few states noted the Canadian market is included in domestic totals.

TABLE I: ANNUAL PERCENT CHANGE IN MEDIA PURCHASE BUDGETS BY MEDIUM

Medium	1987-88 Average Actual Budget	1988-89 Average Projected Budget	Annual Percent Change
Magazine	$625,211 (34)	$535,437 (35)	-14.4%
Newspaper	235,897 (27)	280,886 (30)	19.1%
Television	1,004,621 (26)	1,252,523 (27)	24.7%
Radio	328,071 (18)	229,138 (18)	-30.2%
Outdoor	47,050 (13)	68,266 (13)	45.1%
Other	125,256 (13)	328,091 (15)	161.9%

Note: Number of states reporting is given in parentheses.

A five-year summary comparison of advertising budgets is presented in Table J. Actual averages for fiscal years 1984-85 through 1987-88 provided by the states, compiled from the four preceding surveys, are compared with the projected 1988-89 aggregate advertising figure.

TABLE J: FIVE-YEAR COMPARISON OF ADVERTISING BUDGETS

Fiscal Year	Average Actual Budget	Annual Percent Change
1984-85	$1,523,594 (49)	37.7%
1985-86	1,699,408 (49)	11.5%
1986-87	2,199,413 (48)	29.4%
1987-88	2,256,379 (50)	2.6%
1988-89*	2,448,717 (50)	8.5%

*Projected advertising budgets for 1988-89
Number of states reporting is given in parentheses

GENERAL PROMOTION

Special travel promotion themes or slogans for 47 states are given in "General Promotion -- Table 1". Some states employ more than one slogan in different advertising media. Forty-eight states conduct annual state travel conferences in the months of September through May.

Eleven states operate out-of-state information centers, primarily members of the New England Vacation Center in New York. Moreover, 27 states operate tourist information centers in foreign countries, mainly in Japan, Canada, England, Belgium and West Germany.

Forty-four states and one territory provide one or more toll-free telephone numbers for travel information inquiries. Nine of these states listed separate numbers to accommodate in-state and out-of-state callers. Some lines are seasonal and/or dedicated for providing specific information, such as weather conditions or events.

PACKAGE TOURS

Forty-one travel offices indicated that they facilitate the development of package tours. Of these, 35 distribute package tour literature. Fifteen states published and distributed a catalog of state tour packages in 1987; 21 travel offices said they plan to do so in 1988. Some states noted that they provide group tour planning assistance.

About one-third of states conduct familiarization tours relative to those given in their package tour catalog. Twenty-one states noted that the travel office budget includes funds for development and/or promotion of package tours. There is a staff member assigned to tour package development in 32 state travel offices.

PRESS AND PUBLIC RELATIONS

Forty-eight state travel offices, the District of Columbia, and two territories named their public relations or press information officer. As shown in "Press and Public Relations -- Table 1", the state travel director performs this function in two states. Forty-four states also publish a travel-related newsletter, usually monthly or quarterly.

A total of 35 states indicated that half or more of their publicity is directed to an out-of-state audience. The average of the 41 states reporting the number of state tours given for press or travel writers in 1987 was 11 tours. The average number of press or travel writers taken on state tours in 1987 was 42 people. Six states noted they organize individual tours.

RESEARCH

The tables in the Research section describe many of the research projects undertaken by the state travel offices. One or more staff members are currently dedicated to travel research in 43 offices. This is a full time responsibility for only 13 of these staff members. In seven states, research is included among the tourism director's duties.

Most states conduct detailed research studies in addition to their ongoing data gathering projects. Studies may be conducted solely or jointly by the travel office or another state agency; by advertising agencies, research firms, and/or university research centers.

As outlined in "Research -- Table 1", states reported conducting the following types of studies during 1987-88, where one study could cover more than one of these objectives:

Type of Study Conducted in 1987-88	Number of States
Economic Impact	36
Advertising Effectiveness/Conversion study	32
State Visitor Profile	31
Consumer Attitude/Awareness/Image studies	25

In addition to these types of studies, 45 states specified other research projects, described under additional comments in "Research--Table 2". Ongoing travel data gathering projects for 46 states, the District of Columbia, and two territories are detailed in this table as well. These programs involve counts and surveys of welcome center visitors; motor vehicle counts; collection of data on travel-related business receipts; and visitation at state facilities and private attractions.

State travel offices were asked to identify major problems facing tourism development in their respective states. Though a few states gave a positive outlook, the majority of states shared common concerns, mostly economic. Frequently mentioned limitations include:

- o budgetary or other funding constraints
- o economic conditions
- o lack of or difficulty in obtaining capital (high interest rates)
- o lack of adequate infrastructure or resources (e.g. staffing)
- o weakness of dollar against foreign currencies
- o competition
- o transportation concerns (e.g. distance and cost)

States pointed out the need for improved public image; increased awareness of the impact of travel in a state; tourism marketing and development strategies; and incentives for investment.

WELCOME CENTERS

These tables cover a variety of state welcome centers, some of which receive travel office funding. Included are highway welcome centers, usually constructed by the state transportation department and operated by the travel office; highway rest areas which may also provide tourist services; and visitor or information centers which usually promote a city or region within the state.

There are approximately 504 state welcome centers in 46 states, most of which are permanent facilities and operated year round. On the average, there are 11 welcome centers being operated in each of these 46 states, while the number ranges from one center each in Alaska and Idaho to 92 centers reported by New York. The District of Columbia operates one permanent visitor information center.

Each of the centers employs an average of about 7 people (41), including both full-time and/or part-time staff members. Welcome center staff are seasonal or volunteers in a few states.

A total of 38 state travel offices reported that they provide funding for state welcome centers; 32 of these states supply funding to all the centers. Most of the travel offices which provide welcome center funding cover 100 percent of centers' operating costs. States specified what the travel office funds are allocated for, according to the following categories:

Funds Allocated For	States	Percent
Staffing	38	100%
Staff Training	33	87
Internal Furnishing	29	76
Travel Literature/Brochures	27	71
Internal Maintenance/Upkeep	23	61
Property Maintenance/Upkeep	15	39
Renovation/Major Repair	13	34
Construction	8	21

Travel offices also reported other sources of funding for welcome centers in the state. The predominant source was the highway or transportation department, which provided such funding in 37 states. In 28 of these states welcome center responsibility was shared with the travel office, while in 9 of them the travel office provided no funds.

Most states collect statistics on visitor volumes at state welcome centers, as given in "Welcome Centers -- Table 2". The methods vary, and include logs of visitors requesting information or otherwise interacting with staff members; guest signature books; vehicle counters combined with travel party size estimates; and on-site surveys.

Additional comments also include descriptions of welcome centers which are planned or under construction, and other types of centers which do not receive travel office funding.

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1988 As Director	In Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
AL	Alabama Bureau of Tourism & Travel 532 S. Perry St. Montgomery, AL 36104-4614 205/261-4169	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	12 14 37 2 65		Lisa Walsh Shivers Director	1 year 5 months 1 year 5 months		Yes Governor	No*
AK	Alaska Division of Tourism P.O. Box E Juneau, AK 99811 907/465-2012	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 6 1 16	 3 3	Hugh Gellert Director	9 months 9 months		Yes Governor	No
AZ	Arizona Office of Tourism 1100 W. Washington Phoenix, AZ 85007 602/542-3618	Prof./Mgmt. Cler./Sec. TOTAL	9 6 15		Vic Heller Director	1 year 6 months 1 year 6 months		Yes Governor	No
AR	Arkansas Department of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-1087	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	16 7 38 61	 1 4 5	Joe Rice Director	1 year 1 month 7 years		No	No
CA	Office of Tourism 1121 L Street - Suite 103 Sacramento, CA 95814 916/322-1396	Prof./Mgmt. Cler./Sec. TOTAL	2 1 3		Florence Snyder Director	5 years 2 months 5 years 2 months		Yes Governor	No
CO	Colorado Tourism Board 1625 Broadway Denver, CO 80202 303/592-5410	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	10 3 3 16	 2 2	Dan Love Executive Director	2 years 6 months 2 years 6 months		No	Yes
CT	Connecticut Department of Economic Development Tourism Division 210 Washington St. Hartford, CT 06106 203/566-2496	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	8 2 3 3 16	 24 24*	Barnett Laschever Director	14 years 14 years		No	Yes
DE	Delaware Tourism Office 99 Kings Highway P.O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 1 4		Catherine Wheeler Director of Tourism	3 years 9 months 4 years		No	No
DC	Washington Convention & Visitors Association 1212 New York Avenue, NW Washington,D.C. 20005 202/789-700	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	2 3 1 6		Marie Levin Tibor Director of Tourism	4 years 6 years			No
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5607	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student TOTAL	19 19 48 25 111	2 2 7 2 13	Ed Litrenta Director	8 months 8 months		Yes Secretary of Commerce	No
GA	Georgia Department of Industry & Trade Tourist Division 230 Peachtree St. NW Suite 605 Atlanta, GA 30303 404/656-3590	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	17 5 92 4 118		Hanna Ledford Deputy Commissioner for Tourism	5 years 20 years		Yes Department Commissioner	Yes

See "General Administration — Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1988 As Director In Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
HA STO	Hawaii Tourism Office 220 King Street Suite 1100 Honolulu, HI 96813 808/548-3958	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	4 2 1 7		Muriel Anderson Manager	4 years 4 months 4 years 4 months	No	Yes
HA HVB	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815 808/923-1811	Prof./Mgmt. Cler./Sec. Sales TOTAL	26 53 4 83		Stanley Hong President	4 years 4 years	Yes HVB Board of Directors	No
ID	Division of Travel Promotion Department of Commerce Statehouse, Room 108 Boise, ID 83720	Prof./Mgmt. Cler./Sec. Intern/student Admin./Accounting TOTAL	3 2 1 2 8		Carl Wilgus Director	1 year 3 months 1 year 3 months	Yes Department Director	No
IL	Illinois Office of Tourism State of Illinois Center 100 W. Randolph #3-400 Chicago, IL 60601 312/917-4732	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	13 7 12 32	 34 2 36	Lynda Simon Managing Director	7 years 7 months 7 years 7 months	Yes Governor	Yes
IN	Tourism Development Div. Indiana Commerce Center One North Capitol #700 Indianapolis, IN 46204 317/232-8860	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	5 3 9 1 18	2 2	Elaine Ervin Director	2 years 9 months 7 years 4 months	Yes Lieutenant Governor	No
IA	Bureau of Tourism & Visitors Iowa Department of Economic Development 200 East Grand Des Moines, IA 50309 515/281-3100	Prof./Mgmt. Cler./Sec. Admin. Welcome Center TOTAL	5 1 1 7	 1 15 16	David Reynolds Bureau Chief	2 months 2 months	No	No
KS	Kansas Department of Travel & Tourism 400 W. 8th, Suite 500 Topeka, KS 66603 913/296-2009	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 12 21	1 1 4 6	Robert Salmon Director	Began 9/88	Yes Governor	No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-4930	Prof./Mgmt. Cler./Sec. Welcome Center Sales TOTAL	20 12 20 4 56	 5 1 6	Mimi Lewis Commissioner	2 years 6 months 13 years	Yes Governor	No
LA	Louisiana Office of Tourism P. O. Box 94291 Baton Rouge, LA 70804-9291 504/925-3850	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student TOTAL	12 6 36 1 55	 1 53 2 4 69	Bob LeBlanc Assistant Secretary	12 years 12 years	Yes Lieutenant Governor	No
ME	Department of Economic & Community Development Office of Tourism 189 State Street Augusta, ME 04333 207/289-5710	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	6 1 7	 1 1	Gordon Clapp Deputy Commissioner for Tourism	1 year 6 months 1 year 6 months	Yes Governor	No
MD	Maryland Office of Tourism Development 45 Calvert St. Annapolis, MD 21401 301/974-2686	Prof./Mgmt. Cler./Sec. Other TOTAL	8 6 5 19	 1 4 5	Dan McLeod Director	6 months 6 months		Yes
MA	Department of Commerce & Development Division of Tourism 100 Cambridge St. Boston, MA 02202 617/727-3201	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	16 5 8 29	 8 4 12	Richard Rust Director	3 years 11 months 3 years 11 months	Yes Governor	No

See "General Administration — Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1988	Position Appointed?	Under Civil Service?
MI	Michigan Travel Bureau Department of Commerce P. O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. Cler./Sec. TOTAL	17 14 31	 13 13	John Savich Director	As Director: 3 years 7 months In Agency: 3 years 7 months	No Appointed by Whom?	Yes
MN	Department of Trade & Economic Development Office of Tourism 375 Jackson -- 250 Skyway St. Paul, MN 55101 612/296-2755	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	28 26 46 5 105		Henry Todd Director	As Director: 10 years In Agency: 15 years	Yes Governor	No
MS	Department of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3414	Prof./Mgmt. Cler./Sec. TOTAL	7 5 12		To be Appointed* Director		Yes Executive Director, Economic Development Department	No
MO	Missouri Div. of Tourism Truman Building P.O. Box 1055 Jefferson City, MO 65102 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 5 21 36		Marjorie Beenders Director	As Director: 5 years 6 months In Agency: 5 years 6 months	No	No
MT	Montana Promotion Division Department of Commerce Helena, MT 59620-0411 406/444-2654	Prof./Mgmt. Cler./Sec. TOTAL	9 5 14		John Wilson Travel Director	As Director: 7 years 1 month In Agency: 9 years 1 month	No	Yes
NE	Division of Travel & Tourism Department of Economic Devt. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3800	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 5 1 10	 36 36	Peggy Briggs Director	As Director: 4 years In Agency: 5 years 4 months	No	Yes
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/885-4322	Prof./Mgmt. Cler./Sec. TOTAL	13 12 25	 4 4	Stephen Richer Executive Director	As Director: 4 years 6 months In Agency: 4 years 8 months	Yes Governor	No
NH	Office of Vacation Travel 105 Loudon Road P.O. Box 856 Concord, NH 03301 603/271-2665	Prof./Mgmt. Cler./Sec. Other TOTAL	3 2 1 6	3 3	Michael Power Travel Director	As Director: 6 years In Agency: 6 years	No	Yes
NJ	Division of Travel & Tourism Twenty West State St. CN-826 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Interns/student Other TOTAL	10 7 2 19	 2 1 3	Noreen Bodman Director	As Director: 1 year 5 months In Agency: 1 year 5 months	Yes Governor	No
NM	Economic Development & Tourism Department 1100 St. Francis Dr. Santa Fe, NM 87503 505/827-0295	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 11 20	 1 7 8	Eddie Smithson Director	As Director: 3 months In Agency: 3 months	Yes Governor	No
NY	Division of Tourism Dept. of Economic Develop. One Commerce Plaza Albany, NY 12245 518/473-0715	Prof./Mgmt. Sales Cler./Sec. TOTAL	14 11 11 36		Michele Vennard Deputy Commissioner of Tourism	As Director: 1 year In Agency: 1 year	Commissioner	No
NC	Div. of Travel & Tourism Department of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	10 10 40 60	 3 5 1 9	Hugh Morton, Jr. Director	As Director: 1 year 4 months	Yes Governor	No

See "General Administration -- Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1988 As Director In Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
ND	North Dakota Tourism Promotion Liberty Memorial Bldg. 600 East Boulevard Bismarck, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	4 2 2 8	 16 16	Jim Puglie Tourism Director	3 years 3 years	No	No
OH	Division of Travel & Tourism Ohio Department of Development P. O. Box 1001 Columbus, OH 43266-0101 614/466-8844	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student Other TOTAL	6 3 1 2 5 17	 8 8	Marilyn Tomasi Director	5 years 3 months 5 years 3 months	Yes Governor	No
OK	Oklahoma Tourism & Recreation Dept. Div. of Mktg. Services 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 15 33 66	1 7 20 28	Eugene Dilbeck Director	7 years 11 years 1 month	No	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/373-1270	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	5 4 2 11	 10* 10	Debby Kennedy Director	1 year 1 year	Yes Governor**	No
PA	Bureau of Travel Develop. Department of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	4 3 7	 2 2	Lois Dostatik Director of Tourism	started 10/88 started 10/88	Yes Secretary of Commerce	No
RI	Department of Economic Development 7 Jackson Walkway Providence, RI 02903 401/277-2601	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 1 5 14	 3 2 5	David DePetrillo Director	5 years 6 months 16 years 3 months	Yes Director of Economic Development	No
SC	Department of Parks, Recreation & Tourism Division of Tourism 1205 Pendelton St., #113 Columbia, SC 29201 803/734-0135	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	16 8 44 68	 10 10	Robert Liming Director	9 years 6 months 9 years 6 months	No	No*
SD	South Dakota Department of Tourism Capitol Lake Plaza 711 Wells Ave. Pierre, SD 57501 605/773-3301	Prof./Mgmt. Sales Cler./Sec. Welcome Center Intern/student TOTAL	11 4 1 16	2 5 37 5 49	Susan Edwards Secretary of Tourism	7 years 6 months 7 years 6 months	Yes Governor	No
TN	Tennessee Department of Tourist Development 320 Sixth Avenue North Fifth Floor Nashville, TN 37219 615/741-2159	Prof./Mgmt. Cler./Sec. Welcome Center Sales TOTAL	13 16 113 3 145	 	Sandra Fulton Commissioner	1 year 8 months 1 year 8 months	Yes Governor	No
TX HWYS	Department of Highways & Public Transportation Travel & Information Div. 11th & Brazos Streets Austin, TX 78701 512/463-8583	Prof./Mgmt. Cler./Sec. Welcome Center Other(TX HWY Mag.) TOTAL	11 5 52 17 85	 5 5	J. Don Clark Director	1 year 11 months 11 years 1 month	Yes Engineer-Director Hwy. Dept.	No
TX TOUR	Tourism Division TX Department of Commerce Box 12008 Capitol Station Austin, TX 78711 512/463-7400	Prof./Mgmt. Cler./Sec. TOTAL	11 7 18	 	William Taylor Deputy Director-Tourism	Started 9/88 Started 9/88	No	No

See "General Administration -- Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1988 As Director	In Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
UT	Division of Travel Development Council Hall/Capital Hill Salt Lake City, UT 84114 801/538-1030	Prof./Mgmt. Other TOTAL	7 6 13		Jay Woolley Director	1 years 4 months 1 years 4 months		Yes Governor	No
VT	Agency of Development & Community Affairs Vermont Travel Division 134 State Street Montpelier, VT 05602 802/828-323	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	5 7 8 10	6 1 7	Donald Lyons Director	26 years 6 months 26 years 6 months		No	Yes
VA	Virginia Division of Tourism 202 N. 9th St., Suite 500 Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center Sales TOTAL	15 13 40 6 74	1 6 13 22	Patrick McMahon Director of Tourism	3 years 1 months 3 years 1 month		Yes Director, Econ. Dev't.	No
WA	Trade & Economic Development Tourism Development Division 101 General Admin. - AX-13 Olympia, WA 98504-0613 206/753-5600	Prof./Mgmt. Cler./Sec TOTAL	9 5 14		Barbara Broomer Acting Tourism Director	as of 9/88 4 years		Yes Department Director	No
WV	Department of Commerce Marketing/Tourism Division 2101 Washington Street, East Charleston, WV 25305 304/348-2286	Prof./Mgmt. Clerical Welcome Centers Sales Inter/student Telemarketing TOTAL	6 4 10 2 10 34	2 20* 22	Michael Herron Director	3 years 3 years		Yes Governor	No
WI	Division of Tourism Development 123 W. Washington Avenue Madison, WI 53703 608/266-2147	Prof./Mgmt Cler./Sec. Welcome Center TOTAL	11 3 [illegible] 14	2 2 10 14	Richard Marty Administrator	11 months 11 months		Yes Governor	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt Cler./Sec. Welcome Center Intern/student TOTAL	8 7 5 [illegible] 20	1 1 1 3	Dave Bryan Director	8 months 7 years 5 months		Yes Board of Commissioners	No
AS	Office of Tourism American Samoa Government P.O. Box 1147 Pago Pago, AS 96799 684/633-5187 or 5188	Prof./Mgmt Cler./Sec. Interpreter/Guides Other TOTAL	5 [illegible] 3 11	2 2	Minnie Vaoa Director	1 years 7 months 6 years 6 months		Yes Governor	No
GU	Guam Visitors Bureau P.O. Box 3520 1229 Pale San Vitores Rd. Tamuning, GU 96911 671/646-5278 or 5279 Telex: 16731 6432	Prof/Mgmt Cler./Sec. Other TOTAL	12 5 17	1 1	[illegible] General Manager	1 year 2 months 5 years		Yes GVB Board of Directors	No
MP	Marianas Visitors Bureau P.O. Box 861 Saipan, MP 96950 (670) 234-8325 or 6321 Telex: MVBCM SPN 676 FAX: (670) 234-3530	Prof./Mgmt Cler./Sec. Sales Other TOTAL	2 3 6 12		J.M. Guerrero Managing Director	1½ years 1½ years		*	No

See "General Administration — Table 2" for explanatory notes

GENERAL ADMINISTRATION — TABLE 2

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
AL	Michael Mitchell Assistant Director	1 year 5 months	No	Yes	None*	Director is a Cabinet level position *The Bureau of Tourism & Travel is an independent state agency. It is not under any other state agency.
AK	Brenda Knapp Deputy Director	6 months	No	Yes	Department of Commerce & Economic Development	
AZ	Michael Leyva Deputy Director	4 years 3 months	No	No		
AR	Judy Stough	5 months	No	No	Department of Parks and Tourism	The Tourism Divison is one of four distinct divisions. Parks & Tourism is under a 13 member commission. History, Great River Road & Museum Services each have separate commissions. Each division has a director, and the director of Parks and Tourism is a member of the Governor's Cabinet.
CA	Diane Donlan	5 years	No	Yes	Department of Commerce	
CO	Rich Meredith	4 years 5 months	Yes	Yes	Department of Local Affairs	The executive director of the Colorado Tourism Board is responsible for the creation (by staff) and administration of phases of tourism advertising, publicity and public relations. The 7-member tourism board, a non-paid industry group, is responsible for policy.
CT	Vacant		Yes	Yes	Department of Economic Development	*Part-time employees are seasonal.
DE	Gigi Dux	1 years 1 months	No	No	Development Office	Interns/students are employed when available.
DC	Thomas Murphy Tourism Promotion Mgr. (Acting Assistant)	6 years	No	No		
FL	Vacant		No	Mixed	Department of Commerce	
GA	Harvey Monk Assistant Director	4 years	Yes	Yes	Department of Industry & Trade	The Dept. of Industry & Trade includes divisions that promote economic development through tourism, film location, industrial development and international trade.
HA STO	Greg Barbour	4 years	Yes	Some	Department of Business & Economic Development	The primary responsibilities of Hawaii's Tourism Office are: 1) Administration of State contract with the Hawaii Visitors Bureau for marketing Hawaii as a visitor destination, and 2) coordinating the planning processes for general tourism development and long-term marketing strategy. The STO is developing a Tourism Impact Management System, and is funding miscellaneous studies addressing various threats and opportunities which Hawaii's visitor industry may encounter. The STO directly funds a variety of marketing and promotional activities as well, many of which are intended to enhance industry and community relations.

GENERAL ADMINISTRATION — TABLE 2

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
HA HVB	Eugene Cotter Senior Vice President Marketing and Administration	6 years 7 months	No	No	Department of Business & Economic Development	The Hawaii Visitors Bureau is a private, nonprofit corporation under contract to the State of Hawaii. HVB is responsible for coordinating all state tourism advertising; disseminating promotional literature; and conducting research about visitors to Hawaii.
ID	None			Yes	Department of Commerce	There is no chief assistant.
IL	Susan Jacobs	5 years 7 months	Yes	Yes	Department of Commerce & Community Affairs	
IN	Lisa Kunkler Deputy Director	9 months	No	No	Department of Commerce	
IA	None			Clerical Staff only	Department of Economic Development	The Tourism Bureau is one section in the state's Economic Development Agency. A board of 11 directors, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency proposes to undertake.
KS	Vacant Assistant Director		Yes	Yes	Department of Commerce	
KY	Mac Lacy Deputy Commissioner	1 month	No	Yes*	Tourism Cabinet	*Except for 6 non-merit employees, all employees in the department are covered by state merit system which is equivalent to civil service.
LA	Bob Dudden Deputy Assistant Secretary	14 years	Yes	Yes	Department of Culture, Recreation & Tourism Office of Lt. Governor	
ME	Hilary Sinclair	1 year	No	*	Department of Economic and Community Development	*Professional staff are appointed; support staff are classified state employees.
MD	Elizabeth Comer Assistant Director	7 months	Yes	Yes	Department of Economic & Employment Development	
MA	Debbie First	3 years 11 months	No	Mixed	Secretary of Economic Affairs	
MI	Sandra Clark	*	Yes	Yes	Department of Commerce	*Started October 1988
MN	Bonnie Richter Deputy Director	6 months	Yes	Yes	Department of Trade & Economic Development	
MS	None				Department of Economic Development	The Mississppi Division of Tourism is undergoing transition under a new executive director for the Department of Economic Development.
MO	None*					*Assistant Director's position was abolished by the Commission due to budget limitations.
MT	None		No	No	Promotion Division Department of Commerce	
NE	None			No	Department of Economic Development	
NV	David Fitzpatrick Marketing Director	1 year 10 months	No	*	Commission on Tourism	*Professional positions unclassified, clerical positions classified.
NH	Pat van Vliet Admin. Supervisor	6 years	Yes	Yes	Division of Economic Development	

GENERAL ADMINISTRATION — TABLE 2

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
NJ	John Penn Assistant Director	1 year 5 months	No	*	Department of Commerce, Energy and Economic Development	*There are both appointed and civil service staff positions. The Tourism Division is a sub-cabinet level.
NM	Liz Des Georges Administrative Secretary	3 months	Yes	Yes	Economic Development & Tourism Department	
NY	Joseph Schilling	7 years	Yes	Yes	Department of Commerce	
NC	None			No	Department of Commerce	
ND	Vacant Assistant Tourism Director		Yes	Yes	Economic Development Commission	
OH	Gene Matheny	2 years 3 months	No	56%*	Department of Development	*Only clerical & support staff.
OK	Janel Ruff	4 months	No	Yes	Tourism & Recreation Department	The department is organized into 5 divisions: Mktg. Services, Lodges, State Parks, Planning & Development, and Administrative Services, each having a director. The Executive Director of the department is the cabinet level position (Secretary of Natural Resources). The total number of authorized employees is 849.
OR	Julie Curtis Assistant Director	4 months	Yes	Yes	Economic Development Department	*Full-time, seasonal employees **Director appointed by the Governor in conjunction with Tourism Council and the director of the economic development department.
PA	Vacant				Department of Commerce	
RI	Becky Bovelsky	1 year 9 months	No	1 vlcr.	Department of Economic Development	
SC	Peggy Smith Assistant Director	4 years	No*	No*	Department of Parks, Recreation & Tourism	*State employees are under a state classification code. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SD	None			Yes	Department of Tourism	Department reorganization transfered Tourism Division into Department of Tourism, April 19, 1987.
TN	Sandra Duncan Assistant Commissioner	1 year 4 months	No	Yes	The Department of Tourist Development is a cabinet-level department.	The state travel director is a Commissioner. The Assistant Commissioners reporting to her are non-civil service and manage the activities of the department. Management reporting to the Assistant Commissioners are the Director of Welcome Centers, Director of Administrative Services, Director of Information and Director of Sales.

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
TX HWYS	Milton Meharg, Director of Travel Services Section	11 months	No	No	Department of Highways & Public Transportation	The Texas travel and tourism program is a collateral one which is shared by two state agencies. The Travel and Information Division of the Department of Highways and Public Transportation (TX-HWYS) is responsible for operating the state's highway tourist bureaus; production of the state's family of printed travel literature; production of highway travel information exhibits (InfoBoards) located in 105 highway rest areas; production and distribution of travel-oriented audio visuals; and compilation and publication of the state's annual survey of auto visitors.
TX TOUR	Phil Davis Assistant Director	21 years 4 months	No	No	Department of Commerce	Major responsibilities of the Tourism Division (TX-Tour) include marketing, advertising, inquiry fulfillment, research, public relations, travel tours and trade show promotion programs.
UT	Ann King Assistant Director Industry Development	6 years 6 months	Yes	Yes	Department of Community & Economic Development	
VT	J. Gregory Gerdel	7 years 6 months	Yes	Yes	Agency of Development & Community Affairs	
VA	Margaret Lesniak Assistant Commissioner	3 years 8 months	No	No	Department of Economic Development	Governor's Travel Advisory Committee is responsible for advising governor and agency head.
WA	Assistant Tourism Director			Yes	Department of Trade & Economic Development	
WV	Carolyn Ketchum Manager/Tourism Development	6 years	Yes	Yes	Department of Commerce	*Telemarketing staff is seasonal
WI	Rae Van Wyhe Marketing Director	4 years 8 months	Yes	Yes	Department of Development	Welcome Center part-time staff are not permanent employees.
WY	Clyde Douglass Assistant Director	11 years	No	No	None*	*We are a separate agency within the executive branch. We have a 7-member public Board of Commissioners appointed by the Governor.
AS	Vacant			Yes	Office of Tourism	The position of Chief Assistant Director is still vacant.
GU	Vacant		No	Yes	None	
MP	Bennet Seaman Deputy Managing Director	6 years 7 months	No	No	*	The Managing Director is hired by the Board of Directors to oversee bureau operations, and reports to the board at monthly meetings. The Board of Directors is composed of 5 members appointed by the Governor and 4 elected from the general membership.

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
AL	Tyler Turner Contracted Ad Agent	Barney & Patrick Advertising, Inc. 306 St. Francis St. P.O. Box 69 Mobile, AL 36601	2 years	Yes	Yes	Figures vary depending on the project. We assist in financing production costs for tourism related brochures, etc.
AK	James Wright Project Manager	Bradley Advertising 1840 S. Bragaw, Suite 200 Anchorage, AK 99508	7 months	*		
AZ	Stephen Frahm Director of Advertising & Community Promotion	Taylor Advertising 2828 North Central Ave. Phoenix, AZ 85004	5 years	Yes	Yes	50-50% up to 80-20% depending on size of community
AR	Joe Rice Director	The Woods Bros. Agency 1001 W. Markham Little Rock, AR 72201	11 years	Yes	No	66-33% match
CA	Kristy Flynn Director - Marketing & Communications Department of Commerce	Keye/Donna/ Pearlstein 11080 Olympic Road Los Angeles, CA 90064	4 years	No		
CO	Mario Giordano Director of Advertising & Promotions	Karsh and Hagan 5500 Greenwood Plaza Blvd. # 200 Denver, CO 80111	1st year	No		50-50% match*
CT	Anthony Davenport Director of Communications	LSGE 60 Avon Meadow Avon, CT 06001	2 years 6 months	No		
DE	Frankie Miller Director of External Affairs, Development Office	Lyons Studios 715 Orange Street Wilmington, DE 19801	7 years	Yes	Yes	Up to 50% state
DC	*			No		
FL	Ed Litrenta Director	McFarland & Drier 99 S.E. 5th Street Miami, Florida 33131	1 year	No		Negotiable; cooperative programs have been developed with travel industry companies, not with local destinations within state
GA	Gary Womack Advertising Director	Pringle, Dixon, & Pringle 245 Peachtree Ctr. #1500 Atlanta, GA 30301	5 years	Yes	*	50-50% match
HA HVB	Eugene Cotter Sr. Vice President of Marketing & Administration	Milici/Valenti/Smith/ Para Advertising, Inc. 700 Bishop St. Honolulu, HI 96811	17 years	No		
ID	Carl Wilgus Director	Elgin, Syferd/Drake 401 S. 8th St., S. 201 Boise, ID 83707	6 years	Yes	Yes	50-50% match
IL	Lynda Simon Managing Director	Zechman & Associates	5 years	Yes	No	Varies by advertising program
IN	Elaine Ervin Director	Bloomhorst, Story and O'Hara, Inc. 200 South Meridian St. Indianapolis, IN 46225	3 years	Yes	No	
IA	Managing Director	Kragie/Newell Advertising 2411 Grand Avenue Des Moines, IA 50312	1 year	Yes	Yes	

See "Advertising — Table 2" for comments and explanatory notes

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
KS	Robert Salmon Director	Lane Marketing Group, Inc. 345 Riverview, Suite 410 Wichita, KS 67201	1st year	No		
KY	Linda Talbott Director, Marketing and Advertising	Doe-Anderson Advertising 223 East Broadway Louisville, KY 40202	1st year	Yes	Yes	*
LA	Bruce Morgan Advertising and Publicty Director	Sides & Associates 404 Eraste Landry Road P.O. Box 51954 Lafayette, LA 70505	5 years	Yes	Yes	None
ME	Gordon Clapp Deputy Commissioner	Lendy Swordlick Mackey 1 Canal Plaza Portland, ME	4 years	Yes	Yes	Varies
MD	Dan McLeod Director	Earle Palmer Brown Cos. 6935 Arlington Road Bethesda, MD 20814	1st year	Yes	Yes	50-50% match
MA	Richard Rust Director	Hill, Holiday 200 Clarendon Street Boston, MA 02116	4 years	Yes	No	50-50% match
MI	Melinda Remer Director, Communications Div.	Ross Roy, Inc. 2751 E. Jefferson Detriot, MI 48207	29 years	Yes	Yes	50-50% match
MN	Bonnie Richter Deputy Director	Carmichael-Lynch Advertising, Inc. 800 Hennepin Avenue Minneapolis, MN 55403	3 years	No		
MS	To be Appointed Director	No agency currently retained	3 years	Yes	Yes	50-50% match
MO	Marjorie Seenders Director	Kenrick Advertising, Inc. 7711 Carondelet St. Louis, MO 63105	7 years	No		
MT	Sandra Guedes Marketing Manager	Wendt Advertising P. O. Box 2128 Great Falls, MT 59403	5 years	No		
NE	Peggy Briggs Director	Bailey Lewis & Assoc. 924 NBC Center Lincoln, NE 68508	4 years	No		
NV	Stephen Richer Executive Director	R & R Advertising 615 Riverside Dr. Reno, NV 89503	1 year	Yes	Yes	50-50% for counties over 17,000 (1980 Census)
NH	Michael Power Travel Director	O'Neil Griffen & Assoc. 324 Commercial Street Manchester, NH 03101	6 years	No*		
NJ	Noreen Bodman Director	Poppe Tyson 201 Littleton Road Morris Plains, NJ 07950	6 years	Yes	Yes	50-50% match
NM	Eddies Smithson Director	Rick Johnson & Co. P.O. Box 4770 Albuquerque, NM 87196	1 year	Yes	Yes	50-50% match
NY	Stephen Morello Deputy Commisioner	Wells, Rich & Green 767 5th Ave. New York, NY 10022	10 years	Yes	No	50-50% match

See "Advertising -- Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
NC	Hugh Morton, Jr. Director	McKinney & Silver 333 Fayetteville St. Raleigh, NC 27601	12 years	Yes	No	50-50% match through travel promotion program
ND	Jim Fuglie Tourism Director	G. L. Ness Agency P.O. Box 350 Fargo, ND 58107 Bismark, ND 58502	1 year	Yes	Yes	Most projects are eligible for a 50-50% match. Some projects are matched 66% state - 33% private.
OH	Tim Kauffman Marketing Manager	(General Market) Hameroff/Milenthal/Spence One Columbus 10 W. Broad St. Columbus, OH 43215 (Minority Market) Carroll-Baylor & Maloney 1150 W. Eight St., S.201 Cincinnati, OH 45203	5 years 4 months 6 months	Yes*	Yes	66% state - 33% partner
OK	Eugene Dilbeck Director Tim Miller Advertising/Promotions Manager	Runkle-Moroch 6801 N. Broadway Ext. Oklahoma City, OK 73116	8 Months	Yes	Yes	50-50% match
OR	Debby Kennedy Director	Wieden & Kennedy 320 SW Washington Portland, OR 97204	1 year	Yes	Yes	50-50% match is encouraged*
PA	Lois Dostatik Director	Elkman Advertising Bala Cynwyd, PA	1 year	Yes	No	single county: 66-33% match region: 70-30% match on local income
RI	David DePetrillo Director	Duffy & Shanley 4 Cathredral Square Providence, RI 02903	5 years	Yes	Yes	50-50% match with participating regional tourism councils on certain projects
SC	Marion Edmonds Advertising Manager	Leslie Advertising Agency 874 S. Pleasantburg Drive P.O. Box 6168 Greenville, SC 29607	9 years	Yes	Yes earmarked admission tax revenues	Based upon available funds and merits of project, generally 50-50% match
SD	Patricia Van Gerpen Director of Creativity	Lawrence and Schiller Advertising, Inc. 3932 South Willow Sioux Falls, SD 57105	9 years	Yes	Yes	84% state - 16% private
TN	Sandra Duncan Assistant Commissioner Travel Promotion	Walker & Associates, Inc. 1100 Morgan Keegan Tower 50 Front Street Memphis, Tn 38103	1 year	Yes	Yes	25% state - 75% industry for consumer print advertising 50-50% up to $2,500 for tour operator advertising
TX TOUR	William Taylor Deputy Director - Tourism	GSD & M One Circle Center 1250 Capital of Texas Hwy Austin, TX 78746	6 Months	No		
UT	Jay Woolley Director	Harris & Love, Inc. 1800 University Club Bldg. 136 E. So. Temple Salt Lake City, UT 84111 et al, inc. 215 S. State, Suite 300 Salt Lake City, UT 84111	15 years 5 years	Yes	Yes	$15,000 each, 50-50% match for 9 regions
VT	Donald Lyons Director	Knox, Nimick & Harwood Stowe, VT 05672	1st year	Yes	Yes	50-50%, with 25% of state share retained for "umbrella" program.
VA	Jule Bolio Director of Advertising	The Martin Agency Inc. 550 Allen Avenue Richmond, VA 23230	4 years	No		

See "Advertising -- Table 2" for comments and explanatory notes

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
WA	Barbara Brooner Acting Tourism Director	Cole & Weber 308 Occidental Ave. South Seattle, WA 98104	3 years	Yes	Yes	50-50% match for nine designated tourism regions only
WV	Michael Herron Director	Charles Ryan Associates P. O. Box 2464 Charleston, WV 25329	3 years	No		
WI	[illegible]e Van Wyhe [illegible]arketing Director	Frankenberry, Laughlin & Constable 207 E. Michigan Avenue Milwaukee, WI 53203	3 years	"		
WY	Gene Bryan Director	Broyles, Allebaugh & Davis, Inc. 31 Denver Tech Center Englewood, CO 80111	2 years	Yes	Yes	50-50% match not to exceed $40,000 per application
AS	Minnie Tuia Director	Loomis & Pollock 450 Piikoi St., S. 200 Honolulu, HI 96814	5 years	No*		None -- 100% locally funded
GU	Pilar Laguna Marketing Manager Vivian Perez Marketing Manager, Int'l Setsuko Cullen Marketing Officer, Japan	Meitsu BJK & E 1-1-3, Nishi-shambashi Minato-ku, Tokyo 105 Japan	4 years	Yes		"
MP	J.M. Guerrero Managing Director	Glimpses of Guam P. O. Box 3191 Agana, GU 96910	12 years	No		

See "Advertising -- Table 2" for comments and explanatory notes

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	--Inquiries in 1987-- Total Received	% From 800 Number	Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
AL	Yes -- 95%	104,835	78%	No	Advertising agency takes information provided by our department and provides a breakdown by location of inquiries. A conversion study is done. A mail survey is sent to people who requested travel information to determine who they are and whether they subsequently traveled to Alabama.
AK	Yes -- 50%	526,432	None	Yes*	A conversion study is done annually. *The private sector of the Alaskan Visitor Industry raises money which is combined with state funds in a cooperative marketing program.
AZ	No		None	No 100%	Arizona Office of Tourism advertising is "image" advertising. We are currently developing cooperative advertising.
AR	Yes -- 100%	310,000	25%	Yes	An in-house survey of 10,000 households who had previously requested a vacation planning kit is conducted each year.
CA	Yes -- 100%	500,000	28%	Yes 100%	Telephone surveys are conducted by a professional agency to test marketing effectiveness. Results indicate level of interest, recall and vacation/business plans involving California.
CO	Yes -- 100%	245,842	44%	No	Conversion studies are conducted periodically to determine advertising conversion rates and to estimate return on investment. *Majority of programs are on a 50-50% basis for media purchases, production costs and agency fees; however, alternative arrangements can be negotiated.
CT	No	77,935	44%	No	A recall survey is conducted.
DE	Yes -- 100%	57,930	48%	No	
DC					*All tourism advertising for Washington, D.C. is handled by city government (DC Committee to Promote Washington) and Hotel Association of Washington - DC.
FL	No -- 10%*	**	None	Yes None	The primary goal of our advertising is to broaden the appeal of Florida. *This figure is split about evenly between trying to stimulate inquiries from consumers and trying to stimulate inquiries from the travel trade. **Our annual demand for the distribution of the vacation guide is about 500,000 requests, which are generated several ways.
GA	Yes -- 85%	278,000	10%	Yes 11%	An outside firm uses a telephone survey to determine advertising effectiveness. *Two co-op advertising programs are funded as budgeted items, and one is funded with supplemental dollars.
HA HVB	Yes -- 80%	1,000,000	None	Yes 100%	Conversion studies are conducted.
ID	Yes -- 100%	123,871		No	Five percent of inquirers sent survey cards to fill out, with specific information regarding visitation, travel, and spending patterns.
IL	Yes -- unk.	125,000	100%	No	Inquiries are surveyed to measure advertising effectiveness.
IN	Yes -- 100%	138,170	62%	No 100%	A conversion study of a sample of toll line respondents is conducted.
IA	Yes -- 78%	67,439	21%	No	Inquiries are surveyed to measure advertising effectiveness.
KS	Yes -- unk.	35,000	10%	No	
KY	Yes -- 100%	154,750	41%	No None	Telephone and mail response to ads are measured. A follow-up survey of a random sample of those who requested information is conducted at the end of a calendar year. The information collected is used to evaluate advertising effectiveness. *Matching formulas are: 80-20% up to $25,000 in regional advertising funds; 80-20% up to $10,000 for regional publications; 50-50% for local publications.
LA	Yes -- 100%	200,000	17%	No	A Conversion study is conducted of inquiries from the spring advertising campaign. A study of the spring 1988 campaign will be conducted in late 1988.
ME	Yes -- 59%	142,000	16%	Yes None	Conversion surveys are conducted.

ADVERTISING — TABLE 2

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	--Inquiries in 1987-- Total Received	% From 800 Number	Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
MD	Yes -- 100%	unknown		No	Inquiries are surveyed to measure advertising effectiveness.
MA	Yes -- 60%	500,000	50%	*	Each year we conduct a survey of people in our advertising markets before and after the campaign to gauge awareness of our destination. We do conversion studies every two years. *In November 1988 we will switch to an advertising - based collateral program.
MI	Yes -- 100%	392,582	58%	No 100%	There is an inquiry conversion study in process.
MN	Yes -- 75%	849,196	36%	No	Every print ad is coded with a media code or coupon and a unique phone number so inquiries can be tracked by insertion. Every TV station purchased in our ADI has a unique telephone number and responses are tracked on a daily basis. Direct mail is done three times each year by season.
MS	Yes -- unk.	35,122*		Yes 100%	*Figure includes mail and telephone inquiries.
MO	No	85,000	None	No	We have a research firm poll the markets before we enter then after we enter both in the spring and fall of each year.
MT	Yes -- 40%	420,000	10%	Yes 80%	A standard conversion study is conducted.
NE	Yes -- 50%	94,938	10%	No	Every three years we do a conversion study and try to maintain a minimum conversion rate of 40%. Cost per inquiry rates are calculated annually.
NV	Yes -- 100%	360,000	13%	Yes 100%*	Conversion study and reader service card follow up in fulfillment piece. *Advertising in the fulfillment piece is a state revenue item.
NH	No	80,000	25%	No	Telephone inquiries through 800 number are surveyed. *No cooperative advertising program other than through Matching Grants program.
NJ	Yes -- unk.	Unknown		Yes	Lead fulfillment service provides a breakdown of statistics from requests generated by advertising. After each spring advertising campaign, a tracking study is conducted to ascertain awareness of state's attributes.
NM	Yes -- 100%	67,744	25%	Yes 100%	
NY	Yes -- 100%	279,892	75%	No	Consumer and focus group surveys are conducted by an independent consultant. Consumer surveys are also conducted in-house to test and measure the effectiveness of collateral.
NC	Yes -- 70%*	430,000	30%	No 100%	We prepare a monthly report that tracks what state and what magazine the inquiries come from. We also conduct detailed conversion studies. *We have an "awareness program" in national magazines. Since it does stimulate some inquiries, part of that advertising is included.
ND	Yes -- 75%	125,000	40%	Yes 98%	Inquiries are surveyed through a telephone conversion study.
OH	Yes -- 90%	503,731	100%	Yes**	Inquiries are keyed by source; effectiveness of buys and placements are tracked. *State's 100% matchi.. grants program is geared towards cooperative marketing and advertising programs. **100% of printing paid by advertising revenues; 70% of production paid by state thru Contractor.
OK	Yes -- 44%	137,465	16%	Yes* None	A conversion study is done. A representative sample of those requesting information on Oklahoma is surveyed by an independent research firm by telephone. *The fulfillment piece with advertising will be available for the 1988 spring campaign.
OR	Yes -- 90%	212,860 (for FY 1987-88)	22%	No	Telephone survey (target market effectiveness) and mail advertising study done on spring/summer 1988 campaign; effectiveness study done on winter 1988 campaign. *The matching fund program is not for advertising specifically, but rather for any tourism - development project.
PA	Yes -- 100%	241,872	58%	No 100%	All inquiries are tracked by source. Conversion studies are conducted following major advertising campaigns.

ADVERTISING — TABLE 2

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	--Inquiries in 1987-- Total Received	% From 800 Number	Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
RI	Yes -- 100%	130,000	20%	No 100%	We record the source for all inquiries and conduct a conversion study.
SC	Yes -- 100%	375,000	15%	No 100%	Computerized data provides measurements. Conversion studies are also done periodically.
SD	Yes -- 50%	169,188	27%	Yes 70%	All ads are coded to measure response. A telemarketing study is used to get feedback from inquirers - to measure both the advertising and the fulfillment pieces' effectiveness.
TN	Yes -- 100%	423,100	24%	No 100%	An inquiry conversion study with ROI analysis is conducted annually. Inquiry counts are done for each broadcast market, publication, free listing, and other identifiable sources. A cost per inquiry analysis is conducted.
TX HWYS				No	In the state's collateral program, the Travel and Information Division (TID) is responsible for the publication of the state's fulfillment piece. For example, Tourism Division (Dept. of Commerce) places ads in magazines or newspapers, the response to these ads is sent to TID. TID then responds with the state's fulfillment piece. The Tourism Division pays for the advertising while TID pays for the production and distribution of the literature. There is No advertising in this fulfillment piece.
TX TOUR	Yes -- 50%	300,000	20%	No*	We conduct a mail survey conversion study. *See TX-HWYS response.
UT	Yes -- 90%	182,363	None	No	We conduct a conversion study following the season to determine how many days they stayed, how many were in their party, etc.
VT	Yes -- 85%	155,700	55%	No	Periodic market conversion studies are done to determine the percent of inquiries who actually travelled to Vermont.
VA	Yes -- 100%	317,491	32%	Yes None	Costs-per-inquiry are computed for major advertising vehicles. Conversion studies are conducted annually and cost-per-conversion are computed.
WA	Yes -- 100%	200,000	80%	Yes None	In 1987 we enclosed a "Special Survey Card" in our travel planning guide. In the past we have completed conversion studies. The producer of the guide has also recently completed a conversion study on 1988 inquiries. Our fulfillment piece is published by GTE Travel Enterprises.
WV	Yes -- 100%	297,100	55%	No	Inquiries are surveyed to measure advertising effectiveness.
WI	Yes -- 85%	286,123	64%	No 100%	Conversion studies are conducted of the spring/summer and fall/winter advertising campaigns. *Cooperative advertising program will end January 1989, to be replaced with a new joint ventures program.
WY	Yes -- 100%	313,000	11%	No	Periodic conversion studies are conducted.
AS	Yes -- unk.	7,366	None	Yes 100%	The total number of inquiries received over a period of years (ex. 1987-1988) and the origin of these inquiries are compared to see whether or not inquiries resulted from our advertising and our participation in trade shows.
GU	Yes -- 20%	5,000	None	No	Inquiries are surveyed via consumer response reports supplied by publication, and in-house inquiry response log. *Matching formula considered on a case-by-case basis. Normally, funding does not exceed $5,000 per project.
MP	Yes -- 80%	4,700	None	No	Our cooperative marketing policy was revised in 1987 to encourage the development of new markets. Proposals must meet several structural, financial and schedule requirements. Proposals will be reviewed on first-come, first-served basis, and will be awarded depending on the availability of funds.

State	Date Fiscal Year Begins	Actual Budget for Fiscal Year 1987-88	Rank	Projected Budget for Fiscal Year 1988-89	Rank	Is Entire Travel Office Budget Funded by State Gen. Revenue?	IF NO: Other Sources of Funding for Travel Office	Percent	State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	$5,125,031	43	$5,113,772	45	No	Lodging tax	72%	4% state specific tax on lodging
AK	July 1	3,065,300	10	10,825,100	7	Yes			no state lodging sales tax
AZ	July 1	7,341,400	30	1,451,200	44	No	Lodging tax receipts	34%	2.5% state specific tax on lodging
AR	July 1	2,492,031	46	1,757,870	74	Yes			4% state general sales tax
CA	July 1	7,800,000	13	7,900,000	11	Yes			no state lodging sales tax
CO	July 1	4,914,500	31	5,075,000	33	No	Tourism promotion tax	100%	3% state general sales tax 0.4% state specific tax on lodging
CT	July 1	2,157,100	51	2,454,000	50	Yes			7.5% state general sales tax 7.5% state specific tax on lodging
DE	July 1	1,247,900	47	1,284,000	47	Yes			7% state specific tax on lodging
FL	July 1	20,211,000	6	21,618,000	6	Yes			4% state general sales tax
GA	July 1	5,000,000	19	5,000,000	19	Yes			4% state general sales tax
HA STO	July 1	2,900,000	41	3,000,000	41	Yes			4% state general sales tax 7% state specific tax on lodging
HA HVB	July 1	10,000,000	8	10,000,000	8	No	Hotel/motel room tax	7.5%	4% state general sales tax 7% state specific tax on lodging
ID	July 1	1,000,000	49	1,000,000	48	No	Dedicated hotel/motel & private contributions tax	75%	5% state general sales tax 2% state specific tax on lodging
IL	July 1	20,000,000	5	20,000,000	5	No	Lodging tax receipts	100%	6% state general sales tax* 6% state specific tax on lodging**
IN	July 1	4,000,000	33	4,000,000	42	Yes			5% state general sales tax
IA	July 1	1,810,700	48	1,918,800	51	No	Lottery funds appropriation by legislature	44%	4% state general sales tax
KS	July 1	800,000*	50	1,100,000*	50	No	Lottery funds Fee funds	17% 83%	4% state general sales tax** Local Option up to 2%)
KY	July 1	11,000,000	18	9,000,000	18	Yes			5% state general sales tax
LA	July 1	4,000,000	32	47,447*	52	No	Self-generated revenues	3%	4% state general sales tax 4% state specific tax on lodging
ME	July 1	2,440,000	44	2,500,000	45	Yes			5% state general sales tax 7% state specific tax on lodging
MD	July 1	13,000,000	15	8,000,000	23	Yes			5% state general sales tax

See "Budget — Introduction" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget for Fiscal Year 1987-88	Rank	Projected Budget for Fiscal Year 1988-89	Rank	Is Entire Travel Office Budget Funded by State Gen. Revenue?	IF NO: Other Sources of Funding for Travel Office	Percent	State Sales Tax Rates Applicable to Commercial Lodging
MA	July 1	8,873,972	8	9,430,058	11	Yes			5.7% state specific tax on lodging*
MI	October 1	10,845,400	5	11,400,000	6	Yes			4% state general sales tax
MN	July 1	5,852,704	20	6,777,180	14	Yes			6% state general sales tax
MS	July 1	1,606,500	45	2,215,000*	41	Yes			5% state general sales tax
MO	July 1	3,243,033	28	3,455,996	31	No	Co-op from industry	5%	no state lodging sales tax
MT	July 1	1,926,944	37	1,911,750	39	No	Lodging tax Private contributions	92% 8%	4% state specific tax on lodging
NE	July 1	1,166,142	47	1,190,763	44	No	Lodging tax	100%	3% state general sales tax 1% state specific tax on lodging
NV	July 1	5,757,342	22	1,114,893	30	No	Room tax Advertising sales Subscription sales Miscellaneous revenue	78% 8% 10% 4%	6.5/8% local tax on lodging 3/8 of 1% state tax on lodging
NH	July 1	1,009,036	41	1,215,847	40	Yes			7% state specific tax on lodging
NJ	July 1	8,141,000	12	8,641,000	12	Yes			no state lodging sales tax
NM	July 1	2,089,100	33	2,464,400	27	No	Highway fund	14%	4.25% state general sales tax Up to 5% specific tax on lodging (local option)
NY	April 1	22,900,000*	1	23,000,000*	1	Yes			4% state general sales tax
NC	July 1	6,800,111	15	7,400,000	13	Yes			4% state general sales tax 3% state specific tax on lodging
ND	July 1	1,197,000	44	1,131,700	43	No	General fund Highway fund Private sector	15% 15% 15%	5.5% state general sales tax
OH	July 1	5,362,551	18	5,412,551	21	Yes			5% state general sales tax*
OK	July 1	4,440,154	24	6,848,434	17	No	Appropriations Tourism tax*	64% 36%	4% state general sales tax 0.1% state specific tax on lodging
OR	July 1	2,354,600	34	2,697,000	29	No	Lottery	45%	no state lodging sales tax
PA	July 1	12,013,400	7	14,056,735	5	Yes			6% state general sales tax
RI	July 1	1,864,000	42	2,561,500	34	No	Room tax RI Port Authority	50% 25%	6% state general sales tax 4% state specific tax on lodging
SC	July 1	6,759,188	16	7,622,700	15	No	Earmarked state admission tax	51%	5% state general sales tax 2% state specific tax on lodging
SD	July 1	2,300,500	39	2,400,000	36	Yes			None
TN	July 1	9,309,010	9	9,859,500	10	Yes			5.5% state general sales tax

See "Budget — Comments" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget for Fiscal Year 1987-88	Rank	Projected Budget for Fiscal Year 1988-89	Rank	Is Entire Travel Office Budget Funded by State Gen. Revenue?	IF NO: Other Sources of Funding for Travel Office	Percent	State Sales Tax Rates Applicable to Commercial Lodging
TX HWYS	September 1	7,047,489	3	8,085,184	3	No	See "Budget — Comments"		6% state general sales tax 2% state specific tax on lodging*
TX TOUR	September 1	9,958,137	1	10,209,584*	1	No	Room occupancy tax	80%	6% state specific tax on lodging
UT	July 1	3,681,297	28	3,695,087	30	No	Transportation dept. Dedicated credits Carryover monies	3% 3% 1%	6.25% state gen. sales tax 1% state specific tax on lodging
VT	July 1	1,745,600	44	1,837,300	45	No	Special receipts (posters, label sales etc.)	1%	4% state general sales tax 6% state specific tax on lodging
VA	July 1	7,312,476	14	9,924,352	9	Yes			4% state general sales tax
WA	July 1	2,224,347	36	2,599,367	35	No	Gasoline tax receipts	11%	6.5% state general sales tax
WV	July 1	1,789,791	43	1,145,234	48	Yes			5% state general sales tax local option tax on lodging
WI	July 1	6,319,200	19	6,400,000	19	Yes			5% state general sales tax
WY	July 1	3,272,903	31	3,552,285	31	Yes			3% state general sales tax
AS	October 1	518,000		454,500		Yes			
GU	October 1	2,934,691		2,914,691		No	Hotel occupancy tax Membership dues/in-kind contributions	80% 20%	
MP	October 1	1,315,500		1,445,000		No	Room occupancy tax Beer container tax Membership dues, etc.	77% 10% 13%	10% state specific tax on lodging

See "Budget — Comments" section for explanatory notes

BUDGET — 1987-88 ACTUAL

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press & PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
AL	1,463,213	$731,819	1,044,900	356,000	475,000	300,300	25,000	50,000	100,000	125,000	Direct Grants: 465,000	Magazine: 432,000 Newspaper: 60,000 TV: 530,000 Outdoor: 22,000 (None)
AK	643,300	574,401	4,048,474	889,884	958,115	450,000	330,585	123,190	375,100	140,000	Direct Grants: 118,003 Foreign Marketing: 674,851	Magazine: 908,656 Newspaper: 125,967 TV: 2,281,942 Other: 731,909 (1%)
AZ	496,800	327,500	1,440,400	300,000	96,500	50,120	50,000	50,000	108,000			
AR	401,904	356,933	530,746		286,000	183,330	23,587	2,174	332,761	616,989		Magazine: 353,271 Newspaper: 151,475 Other: 26,000 (None)
CA	400,000	600,000	4,562,000		735,000	590,000	687,000	48,000			Phone, Delivery, Printing, Warehouse etc.: 220,000	Magazine: 1,490,000 Newspaper: 1,750,000 Radio: 445,000 TV: 875,000 (27%)
CO	526,641	358,257	4,019,616*	529,133	547,481	700,425	506,941	211,111	*	183,556	Welc. Ctr. Constr.: 691,551 Public Affairs/ Direct Marketing: 642,401	Magazine: 1,023,640 Radio: 1,149,470 TV: 1,846,516 (1%)
CT	300,000	60,000	911,500	249,500	194,000	185,000	157,000	24,500			Photography: 25,300 Sales, etc 86,500	Magazine: 256,500 TV: 555,000
DE	174,799	107,500	330,491	12,000	191,000		Included in Admin. Costs	50,000	245,000		Direct Grants: 147,100 Travel: 11,400	Magazine: 68,893 TV: 48,600 (None)
FL	2,941,865	1,016,898	7,714,902	1,052,091	452,000	160,644	814,500	212,902		131,500	Furniture & Equipment: 28,074	Magazine: 741,507 Newspaper: 182,725 Radio: 20,926 TV: 2,769,744

See "Budget — Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs	Advertising: Media Purchase	Advertising: Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
GA	2,028,181	612,531	1,698,694	374,249	189,000	325,766	545,890	75,000	575,000	625,959	Direct Grants: 25,000	
HA STO	185,034	266,192					2,240,419*	135,000			Convention Ctr. Site Analysis: 590,527	
HA HVB	2,081,206	1,384,870	4,128,236	300,000		481,000	1,171,848*	522,800				Magazine: 3,959,262 Newspaper: 168,974 (None)
ID	204,000	109,000	325,000		511,000	87,000	56,100	33,000	42,000	*	Direct Grants: 835,000 Other: 23,800	
IL	1,042,200	444,800	10,000,000	Included	723,600	***	1,255,200		1,281,000	***	Direct and Special Grants: 5,497,000	
IN	236,676	105,076	714,307	7,000	687,055	35,000	58,610	15,000	176,435			(20%)
IA	381,343	95,500	189,507	34,326	171,857	123,000	80,000	15,000			State Aid: 340,500	Magazine: 58,507 Newspaper: 130,000 (5%)
KS	402,182	27,337	58,965	80,000	134,146	5,890	21,000	2,525		43,610	Fee Fund-Promotion Items: 110,000	Magazine: 23,120 Radio: 20,000 Outdoor: 8,035 Other: 7,830 (61%)
KY	1,061,800	331,000	820,000	90,000	963,000	217,000	145,000	50,000	461,000	445,000		Magazine: 279,000 Newspaper: 74,000 Radio: 155,000 TV: 312,000 (28%)
LA	1,322,874	368,908	692,307	58,466	247,945	154,217	165,000	75,000	166,981	227,610	Late Year Budget Reduction 300,000	Magazine: 661,255 Newspaper: 10,852 Outdoor: 20,196 (None)
ME	172,687	407,683	1,009,035	Included		494,648	17,500	145,000	73,450	*	Other:* 120,000	
MD	652,184	384,402	564,935	Included	386,388	50,000	289,611	44,974	289,670	546,791	Direct Grants: 364,637	

See "Budget -- Comments" section for explanatory notes

BUDGET — 1987-88 ACTUAL

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
MA	675,000	140,000	3,097,036	555,383	835,003	596,000	200,000	81,550	2,228,000	156,000	Direct Grants: 910,000 Int'l Co-op: 500,000	Magazine: 1,844,597 Newspaper: 203,639 TV: 898,800 Dir. Mail: 150,000 (10-15%)
MI	1,436,500	1,478,500	3,163,800	486,000	1,027,000	916,600	417,100	230,000	1,239,900		Special Project Support: 250,000	(42%)
MN	1,379,688	738,495	1,019,078	453,000	489,969	556,310	118,049	14,580	640,431		Ad Agency Fee: 442,100	Magazine: 146,060 Newspaper: 253,895 Radio: 106,000 TV: 451,500 Other: 61,623 (30-35%)
MS	**											
MO	632,803	155,437	1,245,770	700,000	140,240	78,070	24,935			65,782		Magazine: 50,000 Newspaper: 345,770 Radio: 1,000,000 TV: 1,700,000 Other: 150,000 (15%)
MT	383,314	252,000	1,582,128	61,300	372,000	261,754	151,312				Pro Rata Lodging Tax to Tourism Regions: 784,132	Magazine: 520,000 Newspaper: 20,689 Radio: 1,200 TV: 902,218 Outdoor: 91,709 Other: 46,312 (5%)
NE	341,998	17,000	162,000	87,127	218,817	100,000	164,200			42,000	Direct Grants: 75,000	Magazine: 162,000 (None)
NV	873,547	790,910	687,445	162,347	670,249	154,602	195,017	37,120	307,841		Direct Grants: 562,754 Carry-Forward & Misc. 885,000	Magazine: 400,730 Newspaper: 129,760 Outdoor: 156,955 (None)
NH	162,271	71,000*	640,000		164,132	**	212,132	59,971	550,000		NY Branch Office: (share) 25,550	(17%)

See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
NJ	470,000	210,000	4,668,000	702,300	947,900	235,000*	190,000	100,000	350,000	100,000	Special Projects and Promotion 167,800 **	Magazine: 262,000 Newspaper: 270,000 Radio: 1,265,000 TV: 2,586,000 Other: 285,000
NM	262,000	212,500	275,100	141,200	217,400	134,900			606,600	250,000		Magazine: 199,113 Newspaper: 74,129 Radio: 5,000 TV: 5,000 (3.5%)
NY	**											
NC	660,648	642,324	2,798,465	Included	938,440				255,000	1,201,395		(None)*
ND	265,000	108,000	210,000	140,000	128,000	46,000	5,000	25,000	78,000	6,000	Tourism Film: 80,000 Group Tours: 20,000 Sport-Shows: 26,000	Magazine: 100,000 Newspaper: 25,000 Radio: 20,000 TV: 40,000 Outdoor: 25,000 (None)
OH	786,553	320,000	1,295,000	175,000	842,000	700,000	142,500	35,500	300,000		Direct Grants: 1,765,000	(35%)
OK	1,483,523	530,520	888,204	231,028	422,359	105,911	163,786	47,773	414,745	138,485	General Promotion: 36,019	Magazine: 505,257 Newspaper: 57,648 Radio: 30,000 TV: 243,610 Outdoor: 23,749 Other: 25,940 (11%)
OR	400,000	Included in Admin. Costs	600,000	350,000*	362,000	200,000	195,600	16,000		250,000	Museum Grants: 53,000 Int'l Marketing 112,500 Industry Relations and Training: 15,000	Magazine: 420,000 Newspaper: 5,000 Radio: 50,000 TV: 75,000 Outdoor: 50,000 (40%)

See "Budget -- Comments" section for explanatory notes

BUDGET — 1987-88 ACTUAL

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-state)
PA	184,000	108,345	2,838,180	704,600	969,200	1,244,120	198,355	265,600	5,500,000			Magazine: 100,000 Newspaper: 216,608 Radio: 519,176 TV: 1,976,896 Other: 25,500 (65%)
RI	450,000	85,000	710,000	144,000	175,000		50,000	30,000	80,000	140,000		
SC	1,106,654	662,140	2,767,032		496,628	338,863	240,000		1,053,871	40,000	Direct Grants: 50,000	(None)
SD	411,000	168,027	715,000	85,000	471,000	175,909	12,714		85,000	176,850		Magazine: 47,000 Newspaper: 198,000 TV: 390,000 Outdoor: 53,500 Other: 26,500 (4%)
TN	858,145	393,665	2,292,754	200,000	591,477	366,385	107,045	69,300	215,000	4,053,331*	Direct Grants: 141,908	Magazine: 429,364 TV: 1,863,390 (2.5%)
TX HWYS	1,617,941	48,259			1,421,926	Included in Printing				407,125	"Texas Highways" Magazine: 3,552,238	
TX TOUR	518,699	691,972	1,242,855	550,117	20,005		825,389	110,000				Magazine: 4,285,336 Newspaper: 358,200 TV: 2,599,319 (None)
UT	376,929	930,640	975,000	117,000	517,563	132,000	11,329	70,350	185,000	223,599	Welc. Ctr. Constr.: 8,161 Special Opportunity Funds: 133,707	(None)
VT	513,700	156,100	344,100	35,100	158,900	245,000	11,700	21,000	208,500	4,700	Direct Grants: 27,000	Magazine: 24,000 Newspaper: 30,100 TV: 290,000 (2%)

See "Budget — Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
VA	1,238,154	349,000	2,415,265	240,000	115,480	100,000	191,920	101,000		1,104,991	Direct Grants: 495,000 Other:* 961,866	Magazine: 560,000 Newspaper: 400,000 Radio: 400,000 TV: 1,055,265 (None)
WA	478,090	272,435	488,351	96,423	149,955	175,264	151,229	11,112	144,290	81,850	Direct Grants: 138,661 Regional & Misc. Support Projects: 36,695	Magazine: 442,556 Newspaper: 35,295 Other: 10,500 (12%)
WV	769,234	493,000	248,950		200,000	*	82,607			*		Magazine: 53,380 Newspaper: 2,006 Radio: 5,000 TV: 127,844 Outdoor: 5,000 Other: 51,720 (9%)
WI	908,900	163,000	2,974,000	330,000	536,000	484,000	411,000	76,000	210,000	154,000	Welcome Center Construction: 73,000 Film Office: 87,300	Magazine: 98,000 Newspaper: 1,089,500 Radio: 524,000 TV: 1,212,500 Outdoor: 50,000 (20%)
WY	482,616	261,695	1,160,665	96,700	393,740	285,487	110,000	65,000	239,500	167,600	Direct Grants: 7,500 Welcome Center Construction: 2,400	Magazine: 352,165 Radio: 189,500 TV: 484,000 Outdoor: 80,000 Other: 55,000 (None)
AS	260,000	48,000	12,000	77,000	4,500	5,000	70,000				Local Development: 42,000	Magazine: 10,000 Newspaper: 1,000 Radio: 1,000
GU	510,131	443,174	543,492	42,259	179,258	*	1,006,039	15,000			Community Development Fund & Special Events: 205,500	Magazine: 449,786 Newspaper: 5,642 TV: 88,064
MP	558,500	121,500	53,000	12,000	106,500		335,500				Tourist Site Dev't Community Projects: 107,500	Magazine: 52,000 Newspaper: 1,000

See "Budget -- Comments" section for explanatory notes

BUDGET — 1988-89 PROJECTED

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
AL	1,128,369	$739,203	1,194,000	406,200	150,000	300,000	85,000	50,000	100,000	710,000	Direct Grants: 470,000	Magazine: 469,500 Newspaper: 97,500 TV: 605,000 Outdoor: 22,000 (None)
AK	805,500	848,100	5,072,906	105,339	870,323	600,000	584,832	358,000	385,100	140,000	Direct Grants: 50,000 Foreign Marketing: 1,000,000	Magazine: 860,706 Newspaper: 185,000 TV: 2,992,200 Other: 1,035,000 (1%)
AZ	534,400	338,600	2,910,600	300,000	167,600	50,000	50,000	100,000	500,000		Special Promotions: 500,000	Magazine: 1,106,700 TV: 1,526,80 Outdoor: 266,500 Other: 10,600 (None)
AR	445,295	313,082	481,298		230,341	203,600	37,200	15,115	332,763	697,446		Magazine: 321,458 Newspaper: 141,555 Other: 20,285 (None)
CA	400,000	600,000	2,690,000		365,000	680,000	550,000				Reserve, Warehouse Misc.: 215,000	Magazine: 2,075,000 Newspaper: 300,000 Other: 315,000 (27%)
CO	537,000	421,000	3,200,000	740,000	790,000	1,150,000	633,000	200,000	85,000	273,000	Public Affairs/ Special Markets: 464,000	Magazine: 2,000,000 Newspaper: 500,000 TV: 700,000 (1%)
CT	378,000	80,000	825,000	156,000	420,000	225,000	161,000	18,000		100,000	Sales: 91,000	
DE	223,700	110,800	175,000	25,000	266,000		Included in Admin. Costs	60,000	305,000		Direct Grants: 187,100 Travel: 29,600	
FL	3,052,576	1,135,798	4,963,861	798,315	130,500	350,000	790,783	148,000		137,000	Furniture & Equipment: 28,074	

**See "Budget — Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
GA	*		1,273,004	500,000								Magazine: 522,982 Newspaper: 20,000 TV: 730,022
HA STO	303,675	173,568					2,961,617*	220,000				
HA HVB	2,877,310	1,691,590	3,550,000	480,000		500,000	2,680,984*	631,375				Magazine: 1,200,000 Newspaper: 780,000 TV: 510,000 Other: 1,060,000 (None)
ID	207,600	109,900	325,000		288,000	90,000	85,000	22,000	35,000	*	Direct Grants: 874,500 Contingency: 21,300 Int'l: 15,000	Magazine: 250,000 TV: 75,000 (None)
IL	1,095,900	557,100	11,500,000	Included	724,400	***	1,256,400 *		1,281,000	***	Direct & Special Grants: 7,489,100	
IN	255,499	110,217	850,000	35,000	176,784	42,500	40,000	30,000	200,000	150,000		
IA	416,488	93,270	1,130,640	205,920	240,000	154,414	283,500	35,000		700,000*	State Aid: 110,230	Magazine: 97,270 Newspaper: 355,000 Radio/TV: 678,410 (20%)
KS	473,118	36,404	62,000	104,346	140,000	1,400	21,200	30,000	10,000	41,610	Fee Fund-Promotion Items: 110,000 Nat'l Tour Assoc. Convention 79,000	Magazine: 24,000 Radio: 30,000 Outdoor: 8,000 (60%)
KY	1,018,000	479,000	1,200,000	300,000	529,000	180,000	210,000	45,000	630,000	415,000		Magazine: 420,000 Newspaper: 144,000 Radio: 120,000 TV: 516,000 (40%)
LA	1,175,267	310,624	720,000	280,000	**	191,007	91,753	35,000		407,408	Industry Sales & Litter Control: 296,386	Magazine: 600,000 Newspaper: 14,000 TV: 42,000 Outdoor: 10,000 Other: 54,000 (None)

**See "Budget -- Comments" section for explanatory notes

BUDGET — 1988-89 PROJECTED

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
ME	243,397	225,900	1,508,597	Included		610,000	17,500	50,000	100,000	*	Direct Grants: 90,000 NEUSA: 25,000	
MD	698,719	937,118	765,500	175,359	510,846	90,000	320,000		637,350	582,000	Direct Grants: 196,120	Magazine: 75,500 Newspaper: 125,000 Radio: 18,000 TV: 307,000 Outdoor: 17,000 Other: 223,000 (60%)
MA	680,000	125,000	2,998,058	350,000	300,000	475,000	225,000	125,000	2,228,000	200,000	Direct Grants: 974,000 Int'l Co-op: 500,000 Direct Mail: 150,000	Magazine: 1,598,058 Newspaper: 100,000 Radio: 100,000 TV: 1,200,000 (10-15%)
MI	1,600,000	1,100,000	3,200,000	300,000	1,500,000	900,000	300,000	100,000	1,000,000		Direct Grants: 1,300,000 Special Project Support: 300,000	Magazine: 500,000 Newspaper: 270,000 Radio: 39,000 TV: 2,391,000 (53%)
MN	1,377,946	745,835	1,006,400	495,791	522,473	568,800	385,210	127,745	550,000	865,000*	Ad Agency Fee: 409,100	Magazine: 149,677 Newspaper: 214,664 Radio: 112,000 TV: 452,000 Other: 80,590 (30-35%)
MS	**											
MO	645,763	175,761	2,445,770	900,000	316,920	85,000	21,000			65,782		Magazine: 60,000 Newspaper: 400,000 Radio: 935,770 TV: 1,800,000 Other: 250,000 (15%)

**See "Budget -- Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
MT	365,000	225,000	1,454,600	21,000	375,000	220,000	165,000				Pro Rata Lodging Tax to Tourism Regions: 1,086,150	Magazine: 504,000 Newspaper: 16,000 Radio: 1,200 TV: 824,400 Outdoor: 83,000 Other: 26,000 (5%)
NE	361,963	38,212	200,000	94,000	217,000	100,000	62,588			42,000	Direct Grants: 75,000	Magazine: 200,000 (None)
NV	884,074	765,830	675,000	320,000	942,000	200,000	331,770	43,230	424,000		Direct Grants: 500,789 Carry-Forward & Misc.: 1,208,198	Magazine: 506,250 Newspaper: 168,750 (None)
NH	180,570	25,000*	700,000		197,144	**	159,137	76,509	550,000		NY Branch Office: (share) 26,847	
NJ	470,000	210,000	5,264,500	591,513	538,642	500,000	190,000	100,000	350,000	100,000	Business Tourism Office: 100,000 Special Projects & Promotion: 226,445 **	Magazine: 538,000 Newspaper: 270,000 Radio: 1,265,000 TV: 2,555,400 Other: 636,100
NM	292,600	173,100	275,100	145,200	192,500	114,100			851,600	354,600	Welcome Center Constr.: 69,000	
NY	2,449,200	471,800	10,983,800	1,102,000	1,480,200	1,530,400	410,300	104,000	5,800,000			Magazine: 851,000 Newspaper: 2,558,400 Radio: 212,000 TV: 6,276,400 Other: 1,084,000
NC	631,353	645,320	1,001,947	Included	673,114				455,000	1,200,715		(None*)
ND	265,000	108,000	320,000	62,000	140,000	96,000	5,000	25,000	120,000	6,000	Group Tours: 20,000 Sport-shows: 20,000	Magazine: 150,000 Newspaper: 55,000 Radio: 40,000 TV: 50,000 Other: 25,000 (None)

**See "Budget — Comments" section for explanatory notes

BUDGET — 1988-89 PROJECTED

State	Personnel Services	Other Administrative Costs	----Advertising---- Media Purchase	Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
OH	825,881	447,619	1,348,500	254,980	607,100	750,400	122,520	45,553	300,000		Direct Grants: 910,000	(30-35%)
OK	1,735,127	581,856	2,319,560	324,356	660,030	135,500	152,789	112,339	514,745	119,967	**	Magazine: 668,000 Newspaper: 154,435 Radio: 85,092 TV: 1,010,000 Outdoor: 227,959 Other: 174,074 (5%)
OR	400,000	Included in Admin Costs	360,000	240,000	182,000	180,000	195,500	74,000	100,000	250,000	Int'l Marketing: 112,500 Industry Relations and Training: 23,000	Magazine: 260,000 Newspaper: 75,000 Outdoor: 25,000 (50%)
PA	195,000	99,655	3,594,500	544,000	2,019,450	1,316,500	239,850	280,000	8,500,000*			Magazine: 90,000 Newspaper: 326,080 Radio: 458,420 TV: 2,660,000 Outdoor: 60,000 (65%)
RI	475,000	110,000	820,000	200,000	250,000	126,000	80,000	60,000	70,000	111,000	Direct Grants: 222,000	Magazine: 300,000 Newspaper: 170,000 TV: 350,000 (None)
SC	1,212,970	599,040	2,868,500		660,000	875,000	170,000		1,300,000	45,000	Direct Grants: 50,000	(None)
SD	455,000	177,500	810,000	120,000	314,000	200,000	17,500	14,000	65,000	180,000		Magazine: 119,000 Newspaper: 225,000 TV: 449,000 Outdoor: 38,000 (5%)
TN	947,500	418,800	2,365,000	180,000	534,600	359,200	130,000	70,000	125,000	4,107,600*	Direct Grants: 148,800	Magazine: 705,000 TV: 1,660,000 (2.5%)

**See "Budget — Comments" section for explanatory notes

State	Personnel Services	Other Administrative Costs	Advertising: Media Purchase	Advertising: Production	Printing and Production	Inquiry Fulfillment	Promotion Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
TX HWYS	1,671,527	55,035			1,481,882	Included in Printing				451,398	"Texas Highways" Magazine: 4,424,674	
TX TOUR	695,860	712,892	1,200,000	465,216	583,000		367,464	116,850				
UT	416,795	243,344	50,240	1,000,000	492,598	155,553	13,873	50,000	125,000	206,945	Welc. Ctr. Constr.: 25,000 Special Opportunity Funds: 154,087	(None)
VT	576,400	114,000	47,000	47,000	172,000	150,000	14,000		219,000	5,400	Direct Grants: 25,000	Magazine: 75,000 Newspaper: 50,000 Radio: 5,000 TV: 100,000 (2%)
VA	1,346,427	111,000	1,911,000	342,000	120,000	180,000	180,000	80,000		1,080,553	Direct Grants: 400,000 Other:** 1,590,130	Magazine: 718,000 Newspaper: 190,000 Radio: 177,000 TV: 2,190,000 (None)
WA	597,500	47,200	1,410,000	50,000	340,000	130,000	110,000	144,000	150,000	110,988	Direct Grants: 180,200 Regional Support: 30,174	Magazine: 185,192 Newspaper: 241,200 Other: 21,992 (17%)
WV	183,214	491,000	750,000		200,000		50,000					Magazine: 171,250 Newspaper: 5,000 Radio: 5,000 TV: 342,500 Outdoor: 5,000 Other: 171,250 (5%)
WI	914,700	134,000	1,000,000	1,014,894	600,000	400,000	400,000	200,000	90,000	204,000	File Office: 87,500	
WY	460,735	269,000	1,247,000	194,185	168,000	215,000	110,000	75,000	112,000	247,518	Direct Grants: 15,000	Magazine: 366,750 Radio: 6,000 TV: 700,000 Outdoor: 100,000 Trade/Intl 75,000 (None)

**See "Budget — Comments" section for explanatory notes.

State	Personnel Services	Other Administrative Costs	Advertising: Media Purchase	Advertising: Production	Printing and Production	Inquiry Fulfillment	Promotion, Press and PR	Research	Matching Funds Program	Welcome Center Operation	Other	Media Purchase Breakdown (Percent in-State)
AS	232,000	40,700	10,000	77,000	2,000		67,000				Local Development: 35,000	Magazine: 8,000 Newspaper: 1,000 Radio : 1,000 (20%)
GU	610,131	431,174	541,492	32,259	179,258	*	1,304,979	15,000			Community Development Fund & Special Projects: 205,500	Magazine: 449,786 Newspaper: 5,642 TV: 88,064 (None)
MP	668,800	165,000	Included in Promotion		113,000		400,000				Tourist Site Dev't Community-Related Projects: 178,200	

**See "Budget — Comments" section for explanatory notes.

Promotion Budget Allocation 1988-89				Foreign Advertising Allocation 1988-89		
State	Budget for Solicitation of Conventions?	Participation in Travel Shows 1988-89 Budgeted Amount?	Total Number: Domestic, Int'l Consumer, Trade	Total FOREIGN Promotion & Media Advertising Budget	Dollar Amount Allocated by MEDIUM	Dollar Amount Allocated by COUNTRY
AL	No	$100,000	TOTAL: 8-10 D-8; I-2; T-4	28,000		Canada: 28,000
AK	Yes	35,000	TOTAL: 11 D-2; I-7; C-3; T-1	Total not determined		Canada: 180,000 Germany: 255,000 Japan: 590,000 Other countries*: 155,000
AZ	No			Total not determined*	Magazines: 5,410 Special Publications: 30,000	Canada: 5,410
AR	Yes	12,000	TOTAL: 11 C-8; T-3	None		
CA	No	Not yet determined	TOTAL: 7 D-4; I-1; T-7	700,000		Canada: 50,000
CO	No	25,000	TOTAL: 7 D-1; I-4; C-1; T-6	107,500	Magazines: 5,000 Trade shows: 25,000 General Marketing: 77,500	Canada: 3,000 United Kingdom: 90,000 Germany: 4,500 Japan: 10,000
CT	Yes	None		10,000	Magazines: 10,000	Canada: 10,000
DE	No	16,100	TOTAL: 6 D-3; I-1; C-4; T-1	32,000	Trade shows: 8,000	United Kingdom: 2,500 Sweden / Scandinavia: 5,500
FL	Yes	160,000	TOTAL: 36 D-24; I-10; C-11; T-11	2,810,000	Magazines: 385,000 Radio: 15,000 TV: 780,000 Trade shows: 180,000 Other:* 1,350,000	Canada: 660,000 Latin America: 485,000 Europe: 708,000 Japan: 150,000 Multiple Destinations: 407,000
GA	No			170,000	Magazines: 11,684 Newspapers: 3,000 Trade shows: 20,000 Tokyo & Canada Offices: 135,316	Canada: 35,316 United Kingdom: 15,000 Germany: 5,000 Japan: 100,000
HA HVB	Yes	$14,815	TOTAL: 72 D-54; I-14; C-54; T-23	1,070,541	Magazines: 1,410,458 Trade shows: 459,634	Canada: 121,336 Europe: 106,560 Japan: 1,700,000 Australia/N.Z.: 92,530 Asia: 50,116
ID	No	10,000	TOTAL: 8	15,000	Trade shows: 10,000 Visit US West: 5,000	United Kingdom: 5,000 Japan: 10,000
IL	No		TOTAL: 4 D-2; I-2; T-4	1,500,000		
IN	Yes*	25,700	TOTAL: 11 I-4; C-6; T-1	15,000**		Canada: 2,500
IA	No	10,000	TOTAL: 7	None		
KS	No		TOTAL: 5-6	None		
KY	No	69,000	TOTAL: 13 D-12; I-0; C-11; T-9	Not yet determined		
LA	No					

See "Budget — Comments" section for explanatory notes

BUDGET — 1988-89 ADVERTISING

Promotion Budget Allocation 1988-89				Foreign Advertising Allocation 1988-89				
State	Budget for Solicitation of Conventions?	Participation in Travel Shows 1988-89 Budgeted Amount?	Total Number: Domestic, Int'l Consumer, Trade	Total FOREIGN Promotion & Media Advertising Budget	Dollar Amount Allocated by MEDIUM		Dollar Amount Allocated by COUNTRY	
ME	Yes	10,000	TOTAL: 5+ D-4; I-1; T-All	25,000	Magazines: Trade shows:	10,000 15,000	Europe:	25,000
MD	Yes	8,000	TOTAL: 13 D-11; I-2; C-2; T-11	150,000	Magazines: Newspapers: Trade Shows:	70,000 65,000 15,000	Canada: United Kingdom: Germany: Japan:	45,000 75,000 25,000 5,000
MA	Yes	30,000	TOTAL: 16 D-8; I-8; C-8; T-10	500,000	Magazines: TV: Trade Shows: Other:*	50,000 250,000 50,000 150,000	Canada: United Kingdom: Germany: France: Japan:	50,000 300,000 12,500 12,500 125,000
MI	Yes	None	None	None				
MN	No	64,500	TOTAL: 23 D-19; I-4; C-11; T-12	10,000	Magazines:	10,000	Germany:	10,000
MO	No	None	TOTAL: 6 D-6; C-6	None				
MT	Yes	25,000	TOTAL: 8 D-7; I-1; C-4; T-4	112,000	Magazines: TV: Trade Shows: Missions: Wholesale Co-op	6,000 40,000 16,000 40,000	Canada: United Kingdom: Germany: Japan:	59,000 1,000 2,000 50,000
NE	No	None	None	None				
NV	No	84,500	TOTAL: 29 D-18; I-11; T-29	88,920	Magazines: Newspapers: Trade Shows: Office:	29,325 6,070 23,525 10,000	Canada: Mexico: United Kingdom: Germany: France: Japan & Far East: Australia:	15,700 100 7,160 100 100 61,500 4,260
NH	No	None	TOTAL: 1 D-1				Foreign promotion by New England USA (NEUSA), as member	
NJ		50,000	TOTAL: 5-7 I-2; C-2; T-3	20,000	Canadian Offices:	10,000	Canada:	10,000
NM	No	60,300	TOTAL: 6 D-2; I-4; T-6	12,000	Magazines: Trade shows:	5,000 7,000	Mexico: United Kingdom: Germany:	500 6,500 5,000
NY	Yes	***						
ND	No	20,000	TOTAL: 5	35,000	Newspapers: Radio:	65,000 10,000	Canada:	75,000
OH	No	90,000+	TOTAL: 18 D-6; I-7; C-5; T-6	23,000			**	
OK	Yes	69,454	TOTAL: 21 D-14; I-4; C-14; T-4	36,105	Trade shows: FAM tours: Direct mail America's Heartland:	22,197 13,908	Canada: United Kingdom: Germany: Trade shows, POW WOW, FAM tours:	2,698 18,220 2,300 12,887
OR	No		TOTAL: 4 D-2; I-1; T-4	180,000	Magazines: Newspapers: Trade Shows: Public Relations: Assn. Membership:	20,000 20,000 20,000 10,000 30,000	Canada: United Kingdom: Germany: Japan:	10,000 10,000 10,000 70,000

See "Budget — Comments" section for explanatory notes

Promotion Budget Allocation 1988-89				Foreign Advertising Allocation 1988-89				
State	Budget for Solicitation of Conventions?	Participation in Travel Shows 1988-89 Budgeted Amount?	Total Number: Domestic, Int'l Consumer, Trade	Total FOREIGN Promotion & Media Advertising Budget	Dollar Amount Allocated by MEDIUM		Dollar Amount Allocated by COUNTRY	
PA	Yes	24,450	TOTAL: 14 D-12; I-2; C-5; T-9	None				
RI	No	20,000	TOTAL: 6 D-2; I-4; T-6	35,000	Magazines: Newspapers: Trade Shows:	10,000 10,000 15,000		
SC	No	60,000	TOTAL: 26 D-21; I-5; C-13; T-8	155,000				
SD	Yes	24,000	TOTAL: 10 D-10; C-10	None				
TN	Yes	116,000	TOTAL: 30 C-10; T-20					
TX HWYS	No	None	None	None				
TX TOUR	No	40,000	TOTAL: 34 D-22; I-12 C-10; T-24	600,000	Trade Shows: Public Relations:	12,000 588,000	Not yet determined	
UT	Yes	83,450	TOTAL: 8 D-3; I-5; T-8	46,000	Trade Shows: GSA, Regional Promotion:	12,750 37,250	United Kingdom: Germany: France: Belgium:	4,500 45,000 2,000 11,500
VT	No	5,500	TOTAL: 4 D-1; I-2; T-4	69,000	Magazines: Newspapers: TV:	26,000 18,000 25,000	Canada:	69,000
VA	Yes	25,000	TOTAL: 15 D-10; I-5; T-15	660,000	Magazines: Newspapers: Trade Shows: Other:***	200,000 100,000 31,000 329,000	United Kingdom: Germany: France: Japan:	240,250 217,250 105,250 87,250
WA	No	23,240*	TOTAL: 9 D-3; I-2; C-1; T-4	38,172	International Trade Missions: International Co-op Promotion:	16,180 21,992		
WV	Yes	Undeter.	Undeter.	None				
WI	Yes	33,000	TOTAL: 10-11 I-3; C-6; T-2	90,000*				
WY	Yes	80,000	TOTAL: 9 D-2; I-4; T-9	165,500	Magazines: Trade Shows: Other:*	35,000 29,000 101,500	Canada: United Kingdom: Germany: France: Japan: Australia & Taiwan:	5,000 32,500 35,000 5,500 50,000 37,500
AS	No	13,000	TOTAL: 6	10,500	Magazines: Trade Shows: Other:	2,000 3,000 5,500	Germany: Australia:	5,000 5,500
GU	No	176,000	TOTAL: 16 C-2; T-14	1,872,277	Magazines: Newspapers: TV: Trade Shows: Publicity/PR FAM tour:	449,786 5,642 88,064 176,000 349,079	Canada: United Kingdom: Germany: Japan: U.S. Mainland/ Asia/Pacific:	3,000 6,000 46,400 1,235,937 580,940
MP	No	Undeter.	TOTAL: 2	Undeter.				

See "Budget -- Comments" section for explanatory notes

BUDGET — COMMENTS

State	Explanatory Notes
AK	*Other countries include Korea, Hong Kong, Taiwan, Great Britain, France, Spain, and Australia.
AZ	*Foreign promotion budget includes trade shows in Canada, Great Britain, Germany and Japan.
AR	Arkansas has a biennial budget. The second year of the biennium (1988-89) is determined at a continuing level from the first year, with only a few minor additions.
CA	*The 1988-89 projected budget total covers the 10 months from September 1988 through June 1989. The California Office of Tourism received no budget allocation from July 1 – August 31, 1988. State tourism marketing plans have been reassembled for 1988-89 as the Office of Tourism re-opened its doors September 1 with a $5.5 million budget. This represents a $2.8 million decrease from the original budget figure and a $2.4 million shortfall from the prior year.
CO	*Total 1987-88 advertising expenditures include $500,000 received in co-op (matching funds) money.
CT	The Connecticut legislature approved a 20-year bonding program to create a $2,000,000 Historic Asset Restoration Fund intended in part to improve the tourism industry.
FL	*Other foreign promotion includes trade missions, special events and international promotion. Our budgets are prepared on a biennial basis, but allocated and spendable only on an annual basis.
GA	*Complete breakdown for 1988-89 projected budget not available.
HA STO	*The Promotion, Press and PR category includes all marketing expenses other than advertising. The state's newly initiated strategic planning process for tourism was used to help establish budget priorities for the 1988-89 fiscal year. Marketing and promotion expenditures are more comprehensive and more cognizant of the future as a result. In addition to maintenance of base markets, more emphasis is given to existing markets which are not fully developed; to cultivation of new markets; and to meetings and conventions. Research expenditures are also more long-term in focus, and are being directed toward projects which are intended to help Hawaii minimize threats to and maximize opportunities for its visitor industry in the future.
HA HVB	*The Promotion, Press and PR category includes all marketing expenses other than advertising.
ID	*The Department of Transportation is responsible for construction of welcome centers, which the Department of Parks and Recreation operates.
IL	*Additional percentages imposed by municipalities can vary, up to a maximum of 8%. **Additional percentages imposed by municipalities can vary, up to a maximum of 12%. ***Inquiry Fulfillment is included in Printing and in Other Administrative Costs. Welcome Center Operation is included in Promotion, Press & PR.
IN	*Includes funding for co-op hosting of a national convention. **Co-op with Great Lakes Council State Travel Offices. Indiana's biennium budget is determined by the General Assembly.
IA	*Allocation includes operation and construction of welcome centers.
KS	*The Kansas Travel & Tourism Division budget also includes additional non travel-related allocations for state film services, and for the Kansas Magazine. In both the 1987-88 and 1988-89 budgets these allocations were $88,399 and $264,120, respectively. **The state general sales tax was 3% in 1986-87; it was increased to 4% as of July 1, 1987.
LA	*An additional $568,000 has been allocated for advertising, subject to state approval. **Printing and Production is included in Inquiry Fulfillment and Other Administrative Costs.
ME	*Welcome Center Construction and Operation are included in Inquiry Fulfillment. Other includes $270,00 in Direct Grants and $50,000 for MEUSA. Maine has a biennial budget, composed of two parts. The Part I Continuation Budget request was completed by analyzing the prior two-year operating expenditures of the Division of Tourism and adjusting for inflation to provide services at the same level. The Part II Expansion Budget request consisted of new program initiatives and employee and operating expense increases for program expansions determined to be necessary and appropriate by the Office of Tourism and other departmental staff. The budget requests are submitted to the state budget office for review, recommendation and approval, and is subject to final approval by the legislature.
MA	*A local option provision in the state law allows communities to add an up to 4% local room tax in addition to the state lodging tax.
MN	*The Welcome Center Operation allocation is a new budget category for 1988-89. Minnesota is currently in the second half of its biennial budget. New funding for the biennium beginning July 1, 1989 will be considered by the legislature in January of 1989.
MS	*Mississippi's total tourism budget for 1988-89 is a tentative projection. The Tourism Division's allocation comes from the general fund of the Department of Economic Development, which is undergoing transition under a new executive director. **Breakdowns of 1987-88 actual and 1988-89 projected budgets are not available. The total advertising budget for 1988-89 is not yet determined.
MT	Montana has a biennial budget. The 1988-89 budget is statutorily appropriated based upon anticipated revenue from accommodations tax.
NE	Nebraska has a biennial budget. The 1988-89 projected budget is based on projected lodging tax revenue collections.

State	Explanatory Notes
NV	Nevada has a biennial budget.
NH	*Figure is for postage subsidy only; other administrative costs are not included in the travel office budget. **Not separated out. New York Branch office represents New Hampshire's share of this office. New Hampshire has a biennial budget. The 1988-89 budget includes a cost-of-living increase over the 1987-88 budget, as in the previous year.
NJ	*The inquiry fulfillment service began in February, 1988. **Includes $50,000 for Historic Site and Cultural Promotion (both budgets).
NY	*Budget totals include the Division of Tourism's budget allocation, plus the media purchase and production budget for the Division of Marketing and Advertising, which is primarily devoted to tourism advertising and promotion. **A complete breakdown of the 1987-88 actual budget is not available. The budget did include $5,000,000 in matching funds. ***Foreign advertising includes oversees promotions conducted on a co-op basis (e.g. air carriers, Port Authority). Canadian markets are included with domestic advertising and promotion programs.
NC	*We have a $75,000 annual contract with the NC Association of Broadcasters to provide in-state public service radio and television PSA's. North Carolina has a biennial budget, which is prepared by the state budget office.
ND	North Dakota has a biennial budget.
OH	*The general sales/use tax base is retail sales; rental of tangible personal property; and selected services. **Advertising & promotion in Canada is included in the domestic budget. Advertising & promotion in the United Kingdom, Germany and France is done in cooperation with the Great Lakes States. Ohio has a biennial budget. Fiscal year 1988-89 is the second year of the current biennium.
OK	*The Tourism tax is a broad-based industry tax including lodging, food service, transportation services, attractions and events admissions, etc. **An additional $200,000 capital funds allocation has been made in 1988-89 for welcome center construction.
OR	*Includes $250,000 to produce printed ad insert. Oregon has a biennial budget; the 1988-89 budget figures are roughly half of the 1987-89 total.
PA	*Pennsylvania's matching funds allocation was increased by $1,000,000 to $6,500,000 in October of 1988.
TN	*Welcome Center Operation figure included in Personnel Services.
TX HWYS	*2% of the 6% state sales tax collected from commercial lodging is dedicated to the Texas Department of Commerce for tourism advertising. As a division of the state Department of Highways & Public Transportation, the budget of the Travel & Information is derived from the same sources that support the department, which are constitutionally committed highway revenues, plus some additional general revenues. Texas has a biennial budget. The Texas legislature meets every two years and allocates funds to state agencies based upon the agencies' Legislative Appropriations Requests. Even though the appropriations are made every two years, the requests have funds specified in each of the two years. Funds left from one year cannot be carried forward to the second year of the biennium. The 1988-89 projected budget figures are based on the allocation already received for Fiscal Year 1988-89.
TX TOUR	*The 1988-89 projected budget total is based on an $1,955,630 appropriation from the general fund plus an estimated $8,253,954 from the state's room occupancy tax. The Texas Tourist Division has a biennial budget (see Texas-HWYS response).
VA	*1987-88 budget includes $568,866--ad agency fees, talent residuals, etc.; $385,000--international marketing; $8,000--community development. **1988-89 budget includes $919,630--ad agency fees, talent residuals, etc.; $660,000--international marketing; $10,500--community development. ***includes sales missions, tour development video, and public relations. Advertising and promotion in Canada is included in domestic program. Virginia has a biennial budget.
WA	*Figure includes 2 international trade missions in addition to 5 travel shows. Washington tourism is funded on a biennium basis, based in part on annual expenditures. During the 1987-88 biennium, Washington developed several cooperative promotions, "leveraging" funds which would ordinarily have been spent on media purchase by re-dedicating them to "promotion" categories, as given in this survey. Most of these cooperative promotions target in-state markets. Washington's major fulfillment collateral is produced under a cooperative arrangement without printing expense to the state. Both matching funds and direct grants are portions of WA's Regional Partnership Program; only the nine tourism regions are eligible to apply, and direct grants are only for specified regional activities.
WV	*included in Personnel Services.
WI	*Foreign promotion funds are part of the Great Lakes States EDA and Mississippi River Country programs.
WY	*Other foreign promotion includes trade missions, FAM tours for operators, media, publications and representation. Wyoming has a biennial budget. Our agency submitted a biennium budget request and the state Legislature appropriated this portion of it for 1988-89. It is subject to change only if there should be a revenue shortfall.
GU	*Included in Printing and Production, and in Other Administrative Costs. The 1988-89 projected budget is based on a ceiling established by the Bureau's 1987-88 approved budget. GVB's 1988-89 supplemental budget request is $746,592 for oversees media and promotion activities. The supplemental funding request is for the following market areas: U.S./Canada - $81,621; Japan - $666,771; Pacific - $52,000; Europe - $68,400; Asia - $126,104; promotional printing - $87,000.

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
AL	Alabama! The State of Surprises!	None	West Germany Japan Korea Switzerland	Alabama Hospitality & Tourism Conference	April	In-state: 800-392-8096 Out-of-state: 800-ALA-BAMA
AK	Once you've gone to Alaska, you never come all the way back.	None	Tokyo, Japan (TBA) Germany	Alaska Visitors Association Annual Conference	October	None
AZ	Arizona. If you knew it, you'd do it.	None	None	Annual Arizona Governor's Tourism Symposium	January	None
AR	Arkansas . . . The Natural State	None	*	Governor's Conference on Tourism	March/ April	In-state: 800-482-8999 Out-of-state: 800-643-8383
CA	The Californians Discover the Californians	None	None	Governor's Conference on Tourism*	March	800-TO-CALIF
CO		None	Great Britain	Colorado Tourism Conference	April	800-433-2656
CT	CLASSIConnecticut The Pride of New England	New York, NY* Stubbridge, MA Plymouth, MA Montville, NY	Frankfurt, Germany Tokyo, Japan	Governor's Conference on Connecticut Tourism	March	In-state: 800-842-7492 Out-of-state: 800-282- 685 (ME - VA only)
DE	Delaware. Small Wonder. All the places you'd rather be.	None	None	Governor's Conference on Tourism	TBA	In-state: 800-282-8667 Out-of-state: 800-441-8846
DC	Washington is a Capital City	None	None	None		800-422-8644 Hotel*
FL	TBA	None	London, England Toronto, Canada Coral Gables, FL — Latin American Market*	Florida Governor's Conference on Tourism	September	None
GA	Georgia on My Mind	None	Brussels, Belgium Tokyo, Japan Toronto, Canada Seoul, Korea	Georgia's Governor's Tourism Conference*	September	800-VISIT-GA
HA HVB	Hawaii . . . Come for the Beauty . . . Stay for the People	Regional Offices: New York, NY Chicago, IL San Francisco, CA Los Angeles, CA Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia New Zealand England Canada	None		None
ID	Idaho. Discover the Undiscovered America	None	None	Governor's Conference on Tourism	May	Out-of-state: 800-635-7820
IL		None	Brussels, Belgium Sao Paulo, Brazil Hong Kong Shenyang, China Tokyo, Japan	Governor's Conference on Tourism	May	800-223-0121
IN	Wander Indiana	None	Tokyo, Japan London, England Netherlands Taiwan	Lt. Governor's Conference on Tourism	January/ February	800-2-WANDER

See "General Promotion — Table 2" for explanatory notes

GENERAL PROMOTION — TABLE 1

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
IA	Discover Iowa's Treasures	None	Frankfurt, Germany Hong Kong Tokyo, Japan	Iowa Conference on Tourism	October	800-345-IOWA
KS	Ah! Kansas America's Central Park Linger Longer	None	None	Governor's Conference on Tourism	October	800-252-6727
KY	The Uncommon Wealth of Kentucky	None	None	Fall Travel Conference	October	800-225-TRIP In- and out-of state, Ontario and Quebec
LA	Louisiana, We're Really Cookin'	None	None	Governor's Conference on Tourism	October	Consumer:* 800-33-GUMBO Travel Industry: 800-227-4FUN
ME	Maine, The Way Life Should Be	New England Vacation Center New York, NY	None	Governor's Conference on Tourism	October	800-533-9595*
MD	Maryland . . . More than You Can Imagine	None	None	Governor's Tourism Conference	October	800-331-1750 Operator 250
MA	The Spirit of Massachusetts is the Spirit of America	New York, NY	Tokyo, Japan London, England	Governor's Conference on Travel and Tourism	April	800-447-MASS (nationwide)
MI	YES MICHIGAN	None	Brussels, Belgium Tokyo, Japan	Governor's Conference on Tourism	April	800-5431-YES (nationwide)
MN	Explore Minnesota	None	None	Minnesota Tourism Conference	January	In-state: 800-652-9747 Out-of-state: 800-328-1461
MS	Mississippi: More Than A River	None	Taipei, Taiwan Tokyo, Japan	Governor's Conference on Tourism	September	800-647-2290 Events Hotline:* 800-822-6477
MO	Wake Up to Missouri	None	Japan Germany	Missouri Tourism Conference	October	None
MT	Montana Unspoiled. Unforgettable!	None	Tokyo, Japan Taipei, Taiwan	Governor's Conference on Travel	May	Out-of-state: 800-541-1447
NE	Come See What We're Up To Now!	None	None	Annual Governor's Travel Industry Conference	February	In-state: 800-228-4307 Out-of-state: 800-742-7595
NV	Discover Both Sides of Nevada	Washington, DC San Francisco, CA	Tokyo, Japan	Governor's Conference on Tourism	November	800-NEVADA-8
NH	Bring the Family	New York, NY Boston, MA	None	Annual Governor's Conference	May (Nat'l Tourism Week)	Out-of-state: 800-258-3608*
NJ	New Jersey and You . . . Perfect Together	None	Canada	Governor's Conference on Tourism	Spring	800-JERSEY-7
NM	New Mexico USA Land of Enchantment	None	None	Governor's Conference on Tourism	*	Out-of-state 800-545-2040
NY	I Love New York	None	London, England Toronto, Canada Montreal, Canada Tokyo, Japan	I Love New York Tourism Conference	Fall	800-CALL-NYS

See "General Promotion -- Table 2" for explanatory notes

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
NC	Variety Vacationland	None	None	Governor's Conference on Travel & Tourism	April	800-VISIT-NC
ND	Discover the Spirit	None	None	Conference on Tourism	April	In-state: 800-472-2100 Out-of-state: 800-437-2077 Canada: 800-537-8879
OH	Ohio. . . The Heart of It All	None	Belgium Japan Africa	Governor's Conference on Tourism . . . Tourism 2000	March	National: 800-BUCKEYE
OK	Discover Oklahoma!	None	None	Oklahoma Travel Industry Conference	First week of November	800-652-6552*
OR	Oregon. Things Look Different Here.	Tokyo, Japan Taipei, Taiwan Seoul, Korea		Governor's Tourism Conference	March	Out-of-state: 800-547-7842 In-state: 800-543- 38
PA	Pennsylvania: America Starts Here	None				Consumers: 800-847-4872 Trade only: 800-237-4363
RI	America's First Resort	New York, NY	Antwerp, Belgium	Governor's Conference on Tourism	May	Out-of-state: 800-556-2434*
SC	Smiling Faces — Beautiful Places	None	Frankfurt, W. Germany London, England	South Carolina Governor's Conference on Travel	February	Yes*
SD	Best Route West	None	None	Governor's Tourism Conference	January	In-state:* 800-952-2217 Out-of-state: 800-843-1930
TN	Tennessee . . We're Playing Your Song	None	None	Governor's Conference on Tourism	September	Various*
TX HWYS	Texas -- The Friendship State	None	None	Texas Travel Counselors Conference	April	
TX TOUR	Texas! It's Like A Whole Other Country	None	None	Texas Travel Summit	September	800-888-8TEX
UT	The Greatest Snow on Earth Best of the West	None	Brussels, Belgium Tokyo, Japan	Tourism Section Governor's Conference on Economic Development	February	None
VT	Vermont. A Special World	New York, NY (Co-shared)	Montreal, Canada	Vermont Travel Conference	November	Used seasonally; not year round
VA	Virginia Is For Lovers	New York, NY Washington, D.C.	United Kingdom, Germany, France, Japan	Governor's Travel & Tourism Conference	January	800-VISIT VA
WA	Washington State. It's a real experience	None	Tokyo, Japan	Team Washington Tourism Conference	October	800-544-1800*
WV	America's Best Kept Secret	None	None	WV Conference on Tourism	October	800-CALL WVA In/Out-of-State
WI	Wisconsin, You're Among Friends	Chicago, IL	Frankfurt, Germany	Governor's Conference on Tourism	February	800-372-2737*
WY	Find Yourself in Wyoming	None	Brussels, Belgium Sydney, Australia	Wyoming Governor's Conference on Tourism	May	Out-of-state: 800-225-5996

See "General Promotion — Table 2" for explanatory notes

GENERAL PROMOTION — TABLE 1

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries
AS	Come Share Our World	None	Sydney, Australia	None		None
GU	Gateway to Micronesia	New York, NY	Tokyo, Japan Taipei, Taiwan Seoul, Korea Frankfurt, Germany Toronto, Canada	PATA Micronesia Chapter Annual Membership Meeting	July	800-228-GUAM
MP	Micronesia's Sunbelt and America's Newest Frontier	None	Tokyo, Japan	None		None

See "General Promotion — Table 2" for explanatory notes

State	Explanatory Notes
AR	*The Arkansas Industrial Development Commission has offices in Brussels, Belgium; Tokyo, Japan; and Taipei, Taiwan.
CA	*We endorse the Western Tourism Conference, sponsored by the Western Association of Convention & Visitors Bureaus.
CT	*We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under the auspices of New England Governors' Conference and a continuing effort to attract movie and television program production.
DC	*New toll-free number for a brochure on hotels, attractions is 1-800-422-8644.
FL	*Out-of-state travel offices are full-time state offices staffed with Tourism Division employees. The London office has 7 employees, Toronto has 5 and the Latin American office in Coral Gables, FL has 3 employees.
IN	There were 85,674 calls received through the toll-free number in 1987.
LA	*Both toll-free numbers are for out-of-state callers only.
ME	*Limited to fall and winter seasons. Northeast only, for foliage and ski reports. Toll-free number is also used for specific response material.
MD	The toll-free number is for tourist inquiries only.
MA	Massachusetts is represented with other northeastern states in the New England Vacation Center. The London and Tokyo offices are shared with the Massachusetts Port Authority.
MN	Minnesota utilizes a toll-free telephone response service in Omaha, NE, for TV and some print responses.
MS	*We have instituted an "Events Hotline" for Mississippi and contiguous states which provides weekly calendar of events information.
NH	*For ME, VT, CT, MA, RI, NY and parts of NJ only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given. New toll-free numbers for state-owned Cannon and Sunapee Mountains' ski conditions will go into effect for winter 1988-89. The numbers are: Cannon 800-552-1234 and Sunapee 800-322-3100. The number for cross country skiing information is: 800-262-6660.
NJ	Print Campaign includes the theme, "America the Beautiful - Only Smaller".
NM	*A tourism conference is planned for December, 1988.
NC	Toll-free number is accessible in the continental United States, plus in Canada during Canadian advertising program.
OH	A partially automated answering system has been added to expand operation services of the toll-free travel information number to 24 hours a day.
OK	*A national toll-free number. The telephones are manned during office hours providing traveler information and answering responses to our advertising campaigns.
RI	*Out-of-state toll-free line for Maine through Virginia.
SC	*A toll-free number was used during the fall TV and print campaign.
SD	South Dakota maintains a special toll-free number for fishing and snow information. This nationwide number is 800-445-3474.
TN	*Our advertising carries toll-free numbers contracted with a telemarketing service. Different numbers were used to enable source tracking. The numbers are for ad response only and not for general information inquiries.
WA	*The toll-free telephone number is for requesting travel planning guide only; all other requests transmitted to travel office via electronic mail and/or referred to regular travel office phone number.
WV	Toll-free number is used for tourist information, state park reservations and ski reservations.
WI	*Toll-free number covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa. We also utilize a telemarketing service for advertising which provides national toll-free numbers.
WY	Wyoming has contracted with Motivators, Inc. to represent us in Europe; we are part of Wyoming Community Development Authority (WCDA) office in Australia.
GU	There is a representative office at: China Express (Taiwan), 68 Chung Shan Nr. Rd., Sec. 2, Taipei, Taiwan; (886) 571-6585. The representative is Mr. Philip Niu.

State	Development of Package Tours Facilitated?	Package Tour Literature Distributed?	--Publish & Distribute Package Tour Catalog-- Done in 1987?	Planned for 1988?	No. of Tours	Conduct Fam Tours Related to Catalog Done in 1987?	Planned for 1988?	---Package T ir Developement--- Budget Allocated?	Staff Member Assigned?	Additional Comments
AL	Yes	Yes	No	No		No	No	No	No	
AK	No	No	No	No				No	No	
AZ	Yes	Yes	Yes	Yes	15		Yes		Yes	
AR	Yes	No	Yes	Yes	3			No	No	
CA	Yes	No	No	Yes	Various	No	No	No	No	
CO	Yes	Yes	No	Yes	1	Yes	Yes	Yes	Yes	
CT	Yes	Yes	Yes	Yes				Yes	Yes	
DE	Yes	Yes	No	Yes	7	No	Yes	No	Yes	*The number of tours in the catalog is not determined yet.
DC	Yes	No	No	No		No	No	No	No	
FL	Yes	Yes	Yes*	No	50	Yes	Yes	Yes	Yes	*We do distribute a large quantity of materials through our warehouse that we do not publish. Additionally we provide Florida brochure shells for operators who meet certain guidelines.
GA	No	No	No	No	0	No	No	No		The State Tourism Office does not package tours. However, we do work with companies that package tours.
HAWAII	No	No	No	No	0	No	No	No	No	
ID	Yes	Yes	Yes	Yes	5	Yes	Yes	Yes	Yes	
IL	Yes	Yes	No	Yes	0	No				
IN	Yes	Yes	No	No	0	Yes	Yes	No	Yes	One of the functions of the Tourism Information and Promotion Fund is to assist Indiana not-for profit firms in promoting package tours. The annual Lt. Governor's Conference has speakers which address the issue and issues of packages.
IA	Yes	Yes	No	Yes	0	No	Yes	Yes	Yes	
KS	Yes	Yes	No	No	0	Yes	Yes	No	No	
KY	Yes	Yes	Yes	Yes	6	Yes	Yes	Yes	Yes	We publish 4-5 FAM tours each year.
LA	Yes	Yes	Yes	No	0	No	No	Yes	Yes	
ME	No	No	No	No	0	No	No	No	Yes	We are developing programs to be put in place for 1988-89.
MD	Yes	Yes	No	No*	0	No	No	No	No	*We do not at this time "package tours". We do promote tours packaged through the private industry and distribute a tour planning guide with itinerary suggestions printed by our office along with other tour package information published privately.
MA	Yes	Yes	No	No	0	Yes	Yes	No	Yes	
MI	No	No	No	No	0	No	No	No	No	

State	Development of Package Tours Facilitated?	Package Tour Literature Distributed?	--Publish & Distribute Package Tour Catalog-- Done in 1987?	Planned for 1988?	No. of Tours	Conduct Fam Tours Related to Catalog Done in 1987?	Planned for 1988?	---Package Tour Development--- Budget Allocated?	Staff Member Assigned?	Additional Comments
MN	Yes	Yes	No*			No**	Yes	Yes	Yes	*We published a Group Tour Planner. **Several trade and media FAMS were conducted.
MS	Yes	Yes	No	No		Yes	Yes	No	Yes	
MO	Yes	No	Yes	Yes	varies	Yes	Yes	Yes	Yes	The State of Missouri provides a group tour planner which lists (by region) attractions, accommodations and services. We do not, however, promote specific tours but are active in helping any and all group tour operators develop tours in state.
MT	Yes	Yes	Yes	Yes	*	Yes	Yes	Yes	Yes	*We publish a group tour planning guide for tour wholesalers/operators. Suggested itinerary information is included. We customize tours for individual companies.
NE	Yes	Yes	No	No		Yes	Yes	Yes	Yes	
NV	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	
NH	Yes	Yes	No	No		Yes	Yes	No	Yes	The office for Vacation Travel maintains membership in both NTA & ABA, and works closely with regionals and CVB's to develop and distribute literature.
NJ	Yes	Yes	Yes	Yes	12					
NM	Yes	Yes	Yes	Yes	5	No	No	No	Yes	
NY	No	No	No	No		No	No	No	*	*Staff assigned to group tour development.
NC	No	No	No	No		No	No	No	No	
ND	Yes*	Yes	Yes	No		No	No	Yes	Yes	*We promote group travel to North Dakota. However, we do not package tours per se.
OH	Yes	Yes*	Yes	No		No	No	No**		*Customized for specific requests. **Package tour catalog is part of the Ohiopass Coupon book.
OK	Yes	No	Yes	No		No	No	No	Yes	The state tourism office will assist in developing custom itineraries and will publish a tour catalog when appropriate tours are in place in sufficient quantity.
OR	Yes	Yes*	No	Yes	10	Yes	Yes	Yes	Yes**	*A group Tour Planner is distributed. **This is not a full-time responsibility.
PA	No	No	No	No		No	No	No		
RI	Yes	Yes	No	No		Yes	No	No	Yes	
SC	Yes	No	No	No		Yes	Yes	No	No	
SD	Yes	Yes	Yes	Yes	4	Yes	Yes	Yes	Yes	
TN	Yes	No	No	No		No	No	Yes	Yes	We publish a tour planning guide with suggested itineraries and other collateral material to assist tour planners. We have an extensive co-op advertising program for tour operators to help promote packages.
TX TOUR	No	No	No	No		No	No	Yes	Yes	We are planning to get more active in package tour development. This year's plans are not yet complete.

State	Development of Package Tours Facilitated?	Package Tour Literature Distributed?	--Publish & Distribute Package Tour Catalog-- Done in 1987?	Planned for 1988?	No. of Tours	Conduct Fam Tours Related to Catalog Done in 1987?	Planned for 1988?	---Package Tour Development--- Budget Allocated?	Staff Member Assigned?	Additional Comments
UT	No	Yes	Yes	Yes	120	No	No	No	No	
VT	Yes	Yes	No	No		No	No	No	No	
VA	Yes	Yes	No	Yes		Yes	Yes	Yes	Yes	
WA	Yes	Yes	No	No		No	No	Yes	Yes	The WSTPG, a comprehensive resource information compiled and distributed in order to facilitate development and operation of more package tours in Washington, was published for the first time in 1987. Updated in 1988, it will be reprinted for 1989.
WV	Yes	Yes	No	No		Yes	Yes	No	No	
WI	Yes	Yes	No	No		No	No	Yes	No	Wisconsin produces a group travel planner. Circle Wisconsin, a private nonprofit marketing group, provides familiarization tours. We also work closely with the Wisconsin Association of Convention and Visitor Bureaus.
WY	Yes	Yes	Yes	Yes	274	Yes	Yes	Yes	Yes	
AS	Yes	Yes	No	No				No	No	
GU	Yes	Yes	No	No		Yes	Yes	Yes	Yes	
MP	Yes	Yes	No	No		No	No	Yes	No	One of the objectives of our cooperative marketing program is to encourage development and promotion of package tours from new market areas.

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1987	Number of Press or Travel Writers Taken on These Tours in 1987
AL	Sara Redding Communications Supervisor	100%	Alabama Travelgram	Quarterly	None	None*
AK	Patti Greene Information Officer	95%	Alaska Travel Today	Bi-monthly	8	126
AZ	Marjorie Magnusson Public Information Manager	40%	Arizona Directions	Quarterly	24	75
AR	Tyler Hardeman Editorial Director	60%	Arkansas: The Natural State News	Quarterly	4	16
CA	Fred Sater Communications Manager		Insights	3 Times Per Year	3	40
CO	To be determined	85%	Board Bulletin	6 Times Per Year	5	30
CT	Barbara Beeching Public Information Officer	75%	ClassiConnecticut Travel Notes	4 Times Per Year	1*	15
DE	Gigi Dux	85%	Tourism Industry News	Quarterly	12	12
DC	Thomas Murphy	100%	Trendsetter	Bi-monthly	1	
FL	Sally Lane Domestic Publicity & Consumer Promotion Rosetta Lane, International Publicity	95%	None		12	100
GA	Hanna Ledford Deputy Commissioner for Tourism		Tourism Talk	Monthly	100+	100+
HA STO	Norma Hayes		None			
HA HVB	Marcie Carroll Director of Communications	95%	Hawaiian Host	Monthly	8	95
ID	Georgia Smith	75%	Idaho Travel Council Newsletter	Bi-monthly	12	65
IL	Lynda Simon	50%	Tourism News	Quarterly		
IN	Peggy Ammerman Staff Writer	75%	In Travel Notes	Quarterly	2	8
IA	Kathy Bowermaster Marketing Manager	10%	Discovery	Quarterly	None	None
KS	Richard Epp	15%			None	20-30
KY	Vicki Dennis Director of Public Relations	10%	Kentucky Tourism Federation newsletter*	Quarterly	1	10
LA	Charley Fisher Jerel Gierhahn	100%	Travel Journal	Monthly	4	36

See "Press & Public Relations — Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS — TABLE 1

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1987	Number of Press or Travel Writers Taken on These Tours in 1987
ME	Mary Garcelon	80%	Maine Tourism Review	Quarterly	20	50
MD	Frank Kelly Information Officer	75%	Maryland Travelgram	Monthly	35	40
MA	Jonathan Hyde	50%	The Spirit	Bi-monthly	*	*
MI	Al Sandner Assistant to the Director	50%	Travel Michigan MI Insider	Monthly Quarterly	12	*
MN	Judy Hohmann Acting Communications Manager	40%	Minnesota Travel Minute	Every 3 Weeks	12	120
MS	Vacant	90%	MS Tourism Update	Monthly	4	15
MO	Steve Kappler Public Information Officer	20%	Missouri Newsletter	Monthly	6	6
MT	Steve Shisek Publicity Coordinator	90%	None		28	112
NE	Todd Kirshenbaum		Nebraska Economic Developments	Monthly	2	7
NV	Richard Moreno	90%		Monthly	4	30
NH	Ann Kennard OVT Publicity Film Bureau Director	75%	New Hampshire Travel Council Newsletter*	Quarterly	5	6
NJ	Amy Collins Director, Public Information		NJ Byline	Quarterly		
NM	Mike Pitel Travel Writer/Editor	90%	*		2	12
NY	Bern Rotman Director, Bureau of Communications	50%	Horizons	Bi-monthly		
NC	David Little Communications Director	80%	North Carolina Travel Report	Quarterly	4-5	16-20
ND	Tracy Potter Publications Coordinator	85%	Inside Tourism	10 Times Per Year	10	16
OH	Tim Moore Public Relations Manager	100%	The Buckeye Line	Quarterly	24	24+
OK	Tim Miller Advertising/Promotions Manager	24%	Inside Oklahoma	Bi-monthly	9	65
OR	David Hooper Public Information Officer	15%	Oregon Developments	Bi-monthly	3	25
PA	Tom Kugle	85%	Travel Industry Newsletter	Bi-monthly	2	20
RI	Lauri White	85%	Ocean Currents	Quarterly	20	30

See "Press & Public Relations — Table 2" for explanatory notes

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1987	Number of Press or Travel Writers Taken on These Tours in 1987
SC	Cherie Had Manager of National News & Information	40%	South Carolina Travel Talk	Quarterly	12	14
SD	Jan Clark, Editor Daria Bigler Public Relations	80%	Travel News	Monthly	None*	
TN	Don Wick Director of Information Services	50%	Tennessee Tourism News	Bi-monthly	3	30
TX HWYS	Richard Roberts Editor Tourist Literature		Texas Travel Log	Monthly		
TX TOUR	Michael Murphy Chief of Media Relations	50%	TBA	Monthly	10	65
UT	Joe Rutherford	34%	Utah Traveler	Quarterly	1	15
VT	John Cashman Information Officer	90%	Vermont Traveler	Periodically	1	8
VA	Martha Steger	90%	Virginia	Bi-monthly		54
WA	Tom Stilz Travel Media Specialist Carrie Wilkinson Special Promotions Coordinator	50%+	None, Currently		5	30
WV	Becky Simmons Information Representative	75%		Quarterly	4	35
WI	Gary Knowles		Wisconsin, You're Among Friends	10 Times Per Year	6	60
WY	Elayne Wallis Public Relations Officer	80%	Travel Log	Monthly	4+	55
AS	John Pereira	85%	None		None	None
GU	Dorothy Peter		Visits Guam News	Bi-Monthly		
MP	None	100%	Marianas Visitors Bureau Newsletter	Quarterly	30	50

See "Press & Public Relations — Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS — TABLE 2

State	Explanatory Notes
AL	*We handle travel writers individually rather than on FAM tours. The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabamians may realize the full potential of tourism's contribution to the state's economy.
CA	Office coordinates FAM tours for media upon request. Media FAM tours of California regions is part of public relations firm functions.
CO	Research and itinerary planning assistance for writers and producers is also provided by the public relations department.
CT	*An additional 18 FAM tours were conducted. Normally, we recruit travel writers from the eastern half on the United States.
DE	We bring in travel writers individually for the most part.
FL	Pub[illegible]ty sections are involved in media familiarization tours, media development missions, special sections and collateral productions and assistance which includes feature story production and itinerary development. Domestic Publicity & Consumer Promotion has recently evolved to handle consumer promotions, namely domestic travel shows and origin market special events, as well as domestic press activities.
GA	We participate in, but do not sponsor, the Georgia Governor's Tourism Conference.
IN	South/Central American writers toured athletic facilities and sites for Pan Am Games.
KY	*Our agency provides much of the information in this newsletter, but we do not actually publish it.
ME	*Maine does custom tours for dozens of individual journalists through MEVIA. Organized group familiarization tours are conducted for travel agents, tour operators and meeting planners.
MD	Most of our current (1987) requests for photos/slides/features came from out-of-state media. OTD generated supported travel features to approximately 35 travel writers/publications.
MA	*Several planned in conjunction with tourist councils.
MO	As budget allows, the Division of Tourism is expanding its press and public relations staff and services.
NH	*The newsletter is published by the New Hampshire Travel Council, of which we are a member.
NM	*Tourism information is published in Economic Development and Tourism Department's newsletter, but in a separate tourism newsletter.
NY	We retain public relations firms in New York and London. An extensive collateral program is produced in-house. The Department issues frequent I LOVE NEW YORK press releases, highlighting current developments, programs and travel activity reports.
NC	Publicity done in-state consists of PSA spots on TV and radio and news releases.
OH	A public relations program has been developed to support and maximize efforts of the major marketing campaign, "OHIO . . . The Heart of It All". The PR plan developed includes media relations on an ongoing basis to television and radio stations regionally, nationally and internationally; and a travel writers program including scheduled familiarization tours, photography and travel feature story availability.
OK	Media support of the Department's programs continues to be excellent. A successful N.S.C.A. program continues with the Oklahoma Association of Broadcasters. Feature stories and appropriate news releases are mailed to the media on a weekly basis. FAM tours for regional and national travel writers are planned during 1988-89.
OR	We are currently expanding our press release contacts to include more out-of-state media, specifically travel trade publications. We expect the percentage to increase to at least 50% out-of-state publicity soon.
PA	Elkman Advertising also assists in public relations activity.
SD	*South Dakota has one-on-one hostings instead of group tours. There were 76 press or travel writers [illegible]on on tours in 1987. A key effort of South Dakota tourism is hosting outdoor and travel writers, AAA counselors, tour operat[illegible]r and a new emphasis is being placed on conventions and film production companies.
TN	In addition to standard news releases, the Tennessee Department of Tourist Development also produces a weekly camera-ready article concerning an area, attraction, city or event. These articles are designed primarily for newspaper use.
TX TOUR	The Division's goal is to coordinate one FAM tour per month in 1988. These one week tours are co-sponsored by hosting cities, and are offered to foreign and domestic travel writers, AAA counselors, and other representatives of travel service industries.
WA	Emphasis on providing resource information; production and loan of photography; development and distribution of feature stories; creating press kits and designing itineraries for travel writers; and consultation and facilitation with in-state tourism organizations and associations on the development of effective public relations.
WY	Domestic familiarization tours equal 75% of total. International press tours equal 25%.
MP	The Managing Director coordinates the activities for public relations.

State	Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsibility?	Who Conducted the Following Research Studies Done in 1987-88 and (Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Research
AL	Leigh Cross Account Clerk	No	Auburn University (*)		Auburn University (*)	Auburn University (*)	Yes
AK	Brenda Knapp Deputy Director	No		GMA Research ($41,500)		Data Decisions Group ($20,890)	Yes*
AZ	Charles Kupcik Director of Research	Yes	Office of Tourism ($2,500)				Yes
AR	Charles McLemore Director of Research	No	Tourism Department	Tourism Department		Tourism Department	Yes
CA	Janet Turner Deputy Director Office of Economic Research, Commerce Dept.	No	Office of Economic Research; research firm	Office of Marketing and Communications; research firm		Office of Economic Research	Yes
CO	Don Merrion Research Manager	Yes	Colorado State Univ. ($24,900)	Market Facts Inc. (2 studies/$60,000)	McGladrey & Pullen (4 studies/$30,000)	(included in economic impact study)	Yes*
CT	Barnett Laschever Director of Tourism		University of Wisconsin ($30,000)	LEGE Advertising	David Peterson ($30,000)	Tourism Division	Yes
DE	Catherine Wheeler Director	No	*			Public Admin. Institute, Univ. of Delaware ($50,000)	Yes
DC	Marie Levin Tibor	No				USTDC ($7,300)	No
FL	Barry Fitzgoff Economic Analyst Supervisor	Yes	Davidson Peterson Associates (Impact of Baseball Spring Training - $15,000)		Market Facts* (2 studies)	Tourism Division (analysis) Fife Market Research (data collection) ($95,800)	Yes*
GA	Hanna Ledford Deputy Commissioner	No	Davidson Peterson ($21,000)		Davidson Peterson ($45,000)	Davidson Peterson ($10,500)	Yes
HA STO	Greg Barbour Tourism Specialist	No					Yes
HA HVB	Evelyn Richardson Director of Research	Yes					Yes
ID	Patty Bond Travel Promotion Specialist	Yes		Elgin Syferd Drake Communications ($1,000)	Elgin Syferd Drake Communications ($1,000)	University of Idaho ($160,000)	Yes
IL	Kelly Biersach Manager - Research & Analysis Division	Yes	Office of Tourism	Office of Tourism ($45,000)	Market Facts; Daub & Associates Pannell Kerr Forster ($60,000*)	Market Facts; Daub & Associates Pannell Kerr Forster (*same study)	Yes
IN	Elaine Ervin Director	No	Indiana University School of Public and Environmental Affairs ($15,000)			National Family Opinion ($15,000)	No*
IA	Nancy Landess Marketing Manager	No	USTDC ($1,000)	Tourism Bureau	Pitro Research ($10,000)	Tourism Bureau	Yes
KS	None		*	*	*	*	Yes
KY	James Carr Assistant Director, Marketing and Advertising	No	Travel Department	Travel Department	Travel Department	Travel Department	Yes

See "Research — Table I" for other research and explanatory notes

RESEARCH — TABLE 1

State	Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsibility?	Who Conducted the Following Research Studies Done in 1987-88 and (Associated Cost)?				Other Research
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	
LA	Mark Northington Research Director	Yes	USTDC ($11,000)	A. B. Freeman School of Business Tulane University ($10,000)		USTDC ($21,000)	Yes
ME	None	No	Center For Survey-Marketing Research Wisconsin-Parkside ($80,000)				Yes
MD	Mereida Goodman Manager of Tourism Development	No	USTDC ($5,450)	University of Maryland		Intra-State Agency* ($1,144)	Yes
MA	Richard Hand Research Assistant	Yes	USTDC ($14,350)	USTDC; Hill Holliday ($22,800)	USTDC ($22,000)	USTDC ($22,400)	Yes
MI	David Morris Research Manager	No	USTDC ($14,000)	Travel Bureau ($15,000)			Yes*
MN	Ingmar Sollin Industrial Economist		USTDC	Office of Tourism	Carmichael-Lynch; Confident Research Inc. ($9,000)	USTDC	Yes*
MS	Undetermined						Yes
MO	Robert Hain Administrative Manager	No		Division of Tourism	research firm ($100,000)	research firm ($35,000)	Yes*
MT	None		Institute for Tourism Research ($45,000)	Institute for Tourism Research ($12,000)			Yes*
NE	Tom Doering Deputy Director, Research	No					Yes
NV	David Fitzpatrick Director of Marketing	No	Univ. of Nevada-Reno ($13,000)	Market Opinion Research ($32,000)	Market Opinion Research		No
NH	Michael Power Travel Director	No					Yes
NJ	Tina Dabrow Project Specialist	No	USTDC	FKC Research Corporation		USTDC	Yes
NM	Michael Pitel Marketing Analyst	No	USTDC ($6,800)				Yes
NY	Craig Wakefield Tourism Marketing Analyst	Yes	Bureau of Business Research	research firm ($68,000)	research firm ($87,000)	Division of Tourism; Division of Marketing and Advertising	Yes*
NC	None		Research Firm ($7,700)				No
ND	Jim Fuglie Director	No			G. L. Ness Agency ($25,000)		No
OH	Gene Matheny Assistant Deputy Director	No	*	*	*	*	Yes*
OK	Vacant Statistical Analyst	Yes	USTDC ($11,627)	OK Tourism and Recreation Dept. ($1,000)	Price Waterhouse ($165,000*)	Price Waterhouse (*same study)	Yes*

See "Research — Table 2" for other research and explanatory notes

State	Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsibility?	Who Conducted the Following Research Studies Done in 1987-88 and (Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Research
OR	Julie Curtis Assistant Director	No	Dean Runzan Associates ($30,000)	University of Oregon ($6,000 winter & $10,000 spring/summer)	ASI Research (Japan) ($20,000)	Dean Runzan Associates ($20,000)	Yes*
PA	David Shih Commerce Department Representative	No	USTDC ($13,770)		Gallup ($30,000)		Yes*
RI	John Lemma Director of Research	No	University ($20,000)	Tourism Office		Tourism Office; University ($10,000)	Yes
SC	Peggy Smith Assistant Director	No	USTDC ($9,500)	USTDC ($70,000)			Yes
SD	None		University of South Dakota ($10,000*)		Grant & Associates; Hunt & Hunt ($60,000*)	Tourism Department; Lawrence & Schiller Agency ($2,000*)	Yes
TN	Peggy Harding Market Research Analyst	Yes	USTDC ($21,162)	Tourist Department; Academic Consultant ($14,290)		Tourist Department ($8,236)	Yes*
TX HWYS	Milton Merharg Director, Travel Services Section					Travel Services Section	Yes
TX TOUP	Phil Davis Assistant Division Director	No	Bureau of Business Research, Univ. of Texas ($25,000)		Lance Tarrance & Associates ($86,500)		Yes
UT	Ann King Assistant Director	No		research firm ($24,000)			No
VT	George Donovan Research Analyst	No	Travel Division	Action Research ($21,000)			Yes
VA	David Sheatsley Research Manager	Yes	USTDC ($22,000)	Southeastern Institute of Research ($15,000)	RFD, Inc. ($90,000)	College of William & Mary ($6,000)	Yes*
WA	David Tanner Research Analyst	Yes					Yes*
WV	None			Charles Ryan & Associates			Yes
WI	None			Tourism Department ($16,000)	Frankenberry Laughlin Agency ($23,000)*		Yes**
WY	Gene Bryan Director	No		Clyne Phillips & Associates ($8,000)	Message Factors Inc. ($30,000)		Yes*
AS	None						No
GU	None						Yes
MP	Priscilla Dela Cruz Membership & Community Development Coordinator	No			Marianas Visitors Bureau	Marianas Visitors Bureau	Yes

See "Research — Table 2" for other research and explanatory notes

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
AL	Business Activity Survey: designed to develop a model of the characteristics of hotels, motels, resorts, & campgrounds and determine room and occupancy rates for 1988. This survey involved three waves of mail interviews sent to all lodging accommodations in Alabama. Consumer Expenditure Survey: also determines how visitors to Alabama spend dollars through questionnaire distribution at accommodations and attractions.	Educating others on tourism industry: it's impact on each Alabamian, thereby increasing funding base to allow additional promotion.	No	*All costs for survey was $30,000.
AK	An on-going Visitor Statistics Program provides continuous data on visitor volumes, arrival modes, demographics, expenditures, opinions, and purpose of travel. This research is supplemented by media advertising conversion studies, geographic response analysis, market segmentation research, and collateral effectiveness research.	High transportation costs, competition from foreign destinations caused by favorable exchange rates, misperceptions concerning Alaska as a destination with broad appeal.		*A Tracking study was also conducted by Data Decisions Group for $60,000.
AZ	Report covers number of tourists coming to Arizona on a quarterly basis and their expenditures. Monthly report on "bed tax" collections by cities and state. Monthly report on airport arrivals and visitors to major national parks. Undertaking new study to evaluate impact associated with out-of state travelers and tourists coming to Arizona. Data base for study will be completed in December 1989.	None	No	
AR	Tourist Information Center (TIC) Survey of every 25th travel party registered at each TIC. Monthly summary of advertising inquiries.	Education of the people in general to the economic importance of tourism in relation to the agriculture industries.		
CA	We monitor air arrivals, vehicle traffic, park and attraction attendance, hotel occupancy rates.	Economic factors	Yes*	*California Tourism Policy Act Annual marketing plans
CO	Detailed trip characteristics gathered at welcome centers. Visitation figures monitored at national parks, recreation areas, monuments, state-owned museums, and major trade associations. Tourism tax revenues tracked on monthly basis. Visitation and expenditure data are collected quarterly (beginning in FY 1989); inquiry analysis is ongoing; attendance barometer published for summer quarter; ad tracking of awareness campaigns; advertising concept testing.	Increased competition from other states	Yes	*A travel once (consumer) conversion study was conducted by the Tourism Board for $1,900.
CT	We keep a count of visitors volume at our welcome centers, both hourly and by category of questions asked. We are also surveying leading vacation destinations. We keep records of WATS line calls.	Maximize budget increases in yearly states.	Yes	We keep a tally of inquiries on our 2 WATS-line numbers and conduct a conversion study of mail and phone inquiries to actual visits.
DE	We monitor hotel occupancy, museum and state park attendance. Also, we conduct highway vehicle counts and maintain a tax collection data.	Small size of state provides a smaller tax base to draw on for tourism promotion. Great potential for growth of sufficient excitement for attractions and services can be generated. Competing for attention in major east coast markets with states with much larger budgets for promotion. Have need for credible research data.	Yes	*We use the USTTAC Economic Impact of Travel on State Economies.
DC	Limited research with the US Travel Data Center to determine the number of travelers coming to D.C.		No	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
FL	Our ongoing travel research monitors the magnitude and characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Developing new origin markets.	Yes	*Group Leisure Market ($45,000) and Lodging Choice Segmentation ($50,000). Exit Survey Project Review MGT of America ($35,000); Canadian Advertising Effectiveness - Solumar, Bureau de Recherche, Montreal ($45,000); Television Commercial Pre-test McCollum/Spielman Co. ($68,550)
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attendance, travel industry sales receipts and tax revenues generated by travel.	Budgetary limitations with regard to visitor information center maintenance, advertising, tour development & field representatives.	Yes	
HA STO	Tourism Impact Management System: Includes collection of survey data, position papers from interest groups, and content analysis of relevant printed material. Purpose is to more systematically ascertain perceived impacts of tourism development in order to provide guidance for future planning and policy formation. Competitive Destination Analysis: Attempts to monitor marketing strategies and physical development of vacation area which are viewed as Hawaii's primary competitors.	See Hawaii — HVB response	Yes	In 1987-88 Hawaii initiated a strategic planning process for tourism which aims to provide more proactive guidance for the state's tourism marketing efforts. It is intended to complement the state's functional planning process for tourism which also addresses physical development, employment and career development, and community relations.
HA HVB	Basic Data Surveys: inflight passenger information forms distributed to incoming passengers from USA, Canada and Japan. Visitor Opinion Surveys: mail out questionnaires soliciting satisfaction information, socio-economic profile and trip planning data of American & Japanese visitors.	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, problems exist related to the impact of energy supplies and cost on distant price-sensitive markets.		
ID	Interest/demographic segmentation; travel expenditure data/travel and decision making/travel origin/economic impact.	Non-competitive funding levels and lack of tourism as a legitimate industry.	Yes	
IL	Expenditure & origin/destination studies; advertising effectiveness studies; surveys at welcome centers, selected major conventions and trade shows and multilingual interviews at O'Hare Intl. Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.			
IN	None at present	Availability of resources for feasibility studies, market research, and infrastructure needs of development projects.		*No research at present.
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. An attendance barometer of selected attractions is compiled.	Market research indicates Iowa has no image in the tourism marketplace. No state $$ is available. There is a lack of adequate private funding sources.	Yes	
KS	We conduct surveys at Welcome Centers and survey the results of out-of-state advertising campaigns. Each "Linger Longer" packet contains a questionnaire.	Lack of adequate tourism funding.	Yes	*Ongoing research conducted by the Travel & Tourism Division, Advisory Commission.
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly and quarterly) of sample of travel businesses; and local marketing/economic impact studies.	Lack of capital for use in newly developed areas of the state.		
LA	We conduct visitor surveys and visitor counts at information centers. We monitor results of our advertising efforts. We conduct a travel barometer by season and maintain a data base on visitation.	Continuing problem of maintaining fiscal survival in the wake of dwindling state revenues.	Yes	We utilize our monthly newsletters to inform the LA travel industry of available data and trends.

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
ME	Economic impact data is collected quarterly on both state and sub-state levels. Advertising conversion and effectiveness studies are also conducted.	Major focus will be on establishing Regional Tourism Councils. In some areas of the state, new products need to be developed or existing products upgraded to meet anticipated demand.		
MD	We monitor visitor volume at welcome centers & certain attractions around the state; and conduct a conversion study every two years. We monitor all ad responses, and do personal surveys at information centers and at all consumer shows we attend.	Lack of education on the part of the private sector and the legislature as to the importance and value of tourism to the economy of the state. Not a legislative priority.	No	*The Office of Tourism Development uses the Department of Economic & Employment Development's Office of Research for travel research projects.
MA	We conduct three seasonal barometers each year collecting visitor/traffic counts from selected attractions/ sources and comparing numbers on an annual basis.	Need to spread growth of tourism's benefits to all areas of state. Need to support shorter season/winter business. Need to keep balance between development/ environment in relation to tourism growth.		
MI	Michigan Travel Activity Monitoring System - ongoing data collection and analysis of secondary travel activity indicators. Continuing analysis of inquiries for travel information.	Competition from other states and Canada.		*Michigan State University conducted a Michigan Travel Monitoring System ($40,000).
MN	We collect data on attendance at state parks, other public facilities and attractions. Quarterly surveys are conducted of inquiries received by the Office of Tourism. We also conduct an accommodation survey.	Capital needs for small business, as well as more sophisticated marketing resources and advertising programs at the local and regional level.	Yes	*An Image Advertising study was conducted by University of Wisconsin - Stout for $3,500.
MS	The Tourism Division requests that each tourist attraction listed in our sales guide submit monthly attendance statistics.	Budget limitations. No travel development plan. Insufficient advertising and promotion.	No	We use research figures published by the USTDC.
MO	We survey travel parties visiting our welcome centers. This is done on forms which can be read by computer, and printouts are generated monthly.	The Division of Tourism's budget although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		*A Travel Barometer was compiled by the advertising agency for $15,000.
MT	Data is collected through attendance barometers, airline arrivals, advertising inquiries, highway traffic counts, and tax reviews.	Lack of market awareness, lack of low-cost transportation, distance from major population centers.	Yes	Beginning in 1987 the state legislature mandated as part of a new 4% accommodations tax that a tourism research institute be established at the University of Montana. The Institute receives 2.5% of the total tax collections annually or approximately $125,000 per year. The Institute Director is: Steve McCool, Institute for Tourism Research, U. of MT, Missoula, MT 59812 *The Institute also conducted a pre/post TV Campaign Effectiveness Study ($30,000) and a Study on the Economic Impact of Snowmobiling ($12,000).
NE	Attraction attendance figures are compiled annually and monthly during the summer for selected representative sites. Monthly highway traffic counts are obtained, as are state and county lodging tax revenues. Every six months, analyses are undertaken of the origins and generators of requests for travel information. Occupancy rates are gathered during the summer each month from a sample of Nebraska hotels and motels, and data is gathered biennially for the Nebraska Hotel/Motel Directory.	Lack of awareness of Nebraska attractions and events among both residents and non-residents, and failure of the public to recognize the importance of travel and tourism to economic development.		
NV	Utilize research of Las Vegas Convention Authority, Reno Convention Authority and other state departments.	More competition in gaming and tourism in general.	Yes	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
NH	Motor vehicle counts are conducted by the Department of Transportation. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock only. Visitor origin is reported by Chambers of Commerce visitor information booths. In addition, expenditure and origin/destination surveys have been developed for an ongoing survey program. We keep track of mail and telephone requests for vacation literature. A permanent research program Travel Research and Statistical Services has been instituted with the U. of NH.	Lack of mass transportation. NH is an auto-dependent state. Long-range planning of effects of development on coastal and lakefront properties; adequate infrastructure to handle increased number of cars. Lack of data and lack of affordable housing for help.	Yes	
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stages. Department of Taxation receipts. Count of tourists recorded at Travel Welcome Centers.	Educating the public about tourism issues that affect the NJ resident.	Yes	The Division is working closely with the Department of Environmental Protection to educate and inform visitors so they can continue to enjoy NJ seashore vacations.
NM	Counts and make of traffic on selected highways. Out of state gasoline sales. Visitors to national and state parks and monuments. Selected attractions and welcome centers.	Lack of coordination and cooperation between NM media outlets across state telephone systems.	Yes	Monthly reports are made by mail and phone inquiries. These are broken down by who's ad or travel story stimulated the inquiry.
NY	A "Travel Activity Index" composed of DOT roadway traffic, hotel/motel occupancy etc., is compiled by Division of Economic & Statistics. Other research includes annual Advertising Effectiveness Study, State culture, seasonal reports on travel industry aspects, annual visitor/expenditure survey.	Inadequate transportation, inadequate [illegible] from other travel destinations, [illegible] on tourism [illegible] inadequate [illegible] inadequate [illegible] inadequate

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
RI	Cooperative continuing travel research study with University of Rhode Island. Monitoring economic impact of tourism in general and specific events, forecasting economic impact of special events. Attendance at major attractions, bridge and airport traffic, and Information Center surveys are compiled.	Labor shortage	Yes	
SC	Economic impact, visitor profile, accommodation tax and lodging industry tracking, advertising conversion studies, industry barometer, welcome center traffic.	Economic conditions, highway access to beaches.	No	
SD	Ongoing analyses of business volume, visitation, and economic impact of travel spending and employment.	Distance from major markets, seasonality of business. Lack of destination resorts and air carriers.	No	In process of developing a long-range development plan which will include a tourism policy act. *Specially funded projects.
TN	Attractions across the state are surveyed for trends in activity on a monthly to quarterly basis. We also monitor monthly revenue data for tourism related businesses, airline and highway activity, and lodging trends. We collect and tabulate information from welcome centers about guest registration, vehicle counts and hotel reservations to compile visitor profiles.	Educating community leaders and all levels of elected officials that tourism is economic development as much as manufacturing or industry, is an ongoing and necessary objective of this Department. Our goal is to create an understanding of the importance of maintaining an advertising budget which keeps Tennessee competitive with other southeastern states.	Yes	*The Tourist Department conducted an Advertising Effectiveness of Senior Class Promotion study. ($4,500)
TX HWYS	The Travel and Information Division conducts a survey of auto visitors, monitors traffic counts, and maintains tourist bureau visitor counts. The Auto Visitor Survey is compiled from survey cards which are distributed to visitors to the Texas Tourist Bureaus.			Texas is currently in the process of developing a Strategic Tourism Plan, to include a development plan and a goal statement. The plan is being developed by agencies involved in tourism: TX-HWYS, TX-TOUR, the Historical Commission, the Parks and Wildlife Department, and the Dept. of Public Safety.
TX TOUR	See Texas State Highways Dept. response. Conducts an annual city food occupancy tax survey, and periodic conversion studies.	Image	Yes	An advertising conversion study is planned for 1989.
UT	Summer & winter conversion study (low-budget advertising campaign).	Infrastructure, hospitality, and funds for promotion.	Yes	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, gas & liquor sales, recreation, room and meal taxes.	Slower growth post quarter, air not implemented, needs economic funding, most state not as pleasant, negative attitude toward industry by some minority, greater awareness of tourism as a destination.	Yes	
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys. Business receipts & several state. Monthly barometer - monthly sales taxes is gathered from tax reporting of stores across the state.	Increased competition from other destinations.	Yes	*An advertising conversion study was conducted by [illegible] for $15,000. Work continues to extend plan into long-range development.
WA	Sponsors occasional [illegible] attractions attendance, highway traffic counts, border crossings, [illegible] airport arrivals, state & [illegible] attendance, accommodations inventory, gross business receipts, tourism revenue and employment data at regional and county level, occupancy rates and sales taxes.	Lack of integrated state promotion, [illegible] and [illegible] in use of [illegible] [illegible] lack of knowledge [illegible] of tourism and role it plays in [illegible] promotion and development.	Yes	*A study of residents' pleasure travel activities was conducted by Washington State U. ($5,000). A state assessment of the tourism industry, its potential, and the appropriate role for the state government is underway in Nevada and recommendations from [illegible] are expected to [illegible] the size and nature of the tourism program.

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
WV	We compile tourist data through traffic counts and registration at information centers and through surveys of lodging reservations.	Lack of funding for advertising and printing	Yes	
WI	None	Development of the travel services industry delivery system to the customer. Community awareness of tourism product.	Yes	*This was a focus group study in major markets. **The Survey Research Lab at the University of Wisconsin-Madison conducted a market share study of 1987 for $19,000.
WY	Attendance figures at national parks, monuments and historic sites; attendance figures at major attractions, ie., Cheyenne Frontier Days, Buffalo Bill Historical Center; state information center visitor counts; and highway traffic counts.	General lack of public ground transportation networks; shortness of season; and lack of low-interest, long-term loans for facilities.	Yes	*Focus group research was conducted by McGladrey, Fallon Inc. ($27,000).
AS	None	The distance and cost to travel to/get here. Air: There is limited accommodation available.	No	*A consumer awareness/image/attitude study was conducted.
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines and ships to fill out. Forms are computer-entered, and results are provided to us at the end of each month.	At the present, we have insufficient airline service between Japan and Guam and will be at least 3 more months before more airline service is provided.	Yes	
MP	Voluntary surveys are conducted among arriving passengers through attached forms on Customs Declaration Form CS 1350. In addition, we also compile visitor arrival statistics from Immigration Form 958 for foreign visitors and from Customs Declaration Form for U.S. visitors.	Air service from long market areas.	Yes	

WELCOME CENTERS — TABLE 1

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers()	What are Funds Allocated For()?	Percent of Total Operation Cost*	
AL	8	8	5 full-time	8	C,E,G,H	33%	highway/transportation dept.
AK	1	1	1 full-time 3 part-time	1	F	-	-
AZ	None*			None			
AR	11	11	4 full-time	11	C,E,F,G,H	70%	highway/transportation dept.
CA	None*		Unknown	None		None	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
CO	4	4	1 full-time 40-50 part-time	4	C,E,G,H,F,G	100%	city/county government(s)* chamber(s) of commerce*
CT	13		4 seasonal	13	A,B,C,F,G,H	100%	highway/transportation dept. convention/visitors bureau(s)
DE	4	4			F,G,H	-	highway/transportation dept. other state agencies city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
DC	1				-		
FL	4	4	Varies, 3-5	4	A,B,C,D,E,F,G,H	100%	highway/transportation dept.*
GA	11	11		11	C,E,F	100%	None
HA STO	None			None		None	
ID	4	None	1 part-time	None		None	highway/transportation dept Parks & Recreation Dept. chamber(s) of commerce convention/visitors bureau(s) private organizations
IL	13	13	1 full-time	13	C,G,H	100%	highway/transportation dept.
IN	3	3	1 full-time	3	C,E,G,H	33%	highway/transportation dept.
IA	18	18	2 part-time	18	C,E,F,G,H,F,G,H	Unknown	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
KS	7	5	4 full-time 1 part-time	7	A,C,E,F,G,H	-	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s)
KY	11	7	2 full-time 4 part-time (state operated centers only)	7	B,C,E,F,G,H		highway/transportation dept. chamber(s) of commerce convention/visitors bureau(s)

See "Welcome Centers - Table 2" for explanatory notes

A = Construction
B = Remodeling/Major Repair
C = Property Maintenance/Upkeep
D = Internal Furnishing
E = Internal Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

*Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS — TABLE 1

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For?†	Percent of Total Operation Cost*	
LA	11	11	3 full-time 5 part-time	11	A,B,C,D,E,F,G,H	100%	
ME	9	4	2 full-time 3 part-time	4*	F	90%	Maine Publicity Bureau
MD	9	9	2 full-time 3 part-time	9	B,C,E,F,G	100%**	
MA	6	6	1 full-time 2 part-time	1	D,F,G,H		highway/transportation dept. chamber(s) of commerce convention/visitors bureau(s) private organizations
MI	13	13	2 full-time 5 part-time	None		none	highway/transportation dept.
MN	10	8	1 full-time 4 part-time	10	D,F,G,H		highway/transportation dept.
MS	9	9	4 full-time	9	D,E,F,G,H	100%	highway/transportation dept.
MO	7	7	3 full-time 0.5 part-time	7	C,D,E,F,G	100%	highway/transportation dept.
MT	21	None	Unknown	Unknown		None	chamber(s) of commerce convention/visitors bureau(s) private organizations
NE	26	None	full-time 1 part-time	None		None	highway/transportation dept.
NV	*			None		None	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
NH	16	11		None		None	highway/transportation dept.
NJ	11		full-time part-time	11	A,B,C,D,E,F,G,H		highway/transportation dept. D,E,F, - Port Authority chamber(s) of commerce
NM	7	7	1.5 full-time 1 part-time	7	F	100%	highway/transportation dept.
NY	12	38	full-time part-time	None	*	None	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
NC	8	8	2 full-time 1 part-time	8	A,B,D,E,F,G,H	100%	highway/transportation dept.
ND	4	None	2 part-time	4	B,D,E,F,G,H	80%	highway/transportation dept.
OH	11	11	1 full-time 1 part-time	None		None	highway/transportation dept.*

See "Welcome Centers — Table 2 for explanatory notes

A = Construction
B = Renovation/Major Repair
C = Property Maintenance/Upkeep
D = Internal Furnishing
E = Internal Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

*Share of the total cost to operate highway welcome centers which is paid by the travel office

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For?	Percent of Total Operation Cost*	
OK	9	9	3 full-time 2 part-time	9	A,B,C,D,E,F,G,H	100%	highway/transportation dept.
OR	10	1	2 full-time	10	A,B,C,D,E,F,G,H	100%	
PA	8	8	3 full-time	None	H	None	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
RI	5	5		5	C,D,E,F,G,H	75%	Dept. of Environmental Mgmt. chamber(s) of commerce convention/visitors bureau(s)
SC	10	10	10 full-time	10	D,E,F,G,H	50%	highway/transportation dept.
SD	12	None	3 part-time	12	F,G,H	50%	highway/transportation dept.
TN	10	10	4 full-time	10	C,D,E,F,G	100%	highway/transportation dept.
TX HWYS	12	12	5 full-time 2 part-time	12	C,D,E,F,G,H	100%	highway/transportation dept.*
UT	8	5	15 full-time 5 part-time	5	C,E,F,G,H	75%	highway/transportation dept. regional offices
VT	2	2	1 full-time 2 part-time	2	C,E,F,G,H	100%	highway/transportation dept.
VA	10	10	4 full-time 1 part-time	10	C,E,F,G	100%	highway/transportation dept.
WA	9	9	5 to full-time	9	H	Varies*	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
WV	3	3	1 full-time 2 part-time	3	C,F,G,H		highway/transportation dept.
WI	7	6	2 full-time 4 part-time	6*	F,G,H	Varies*	
WY	7	4	1 full-time 1 part-time	4	C,D,E,F,G,H	50%	city/county government(s) chamber(s) of commerce private organizations
AS	None						
GU	-						

See "Welcome Centers -- Table 2" for explanatory notes

*A = Construction
B = Renovation/Major Repair
C = Property Maintenance/Upkeep
D = Interior Furnishings
E = Interior Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

*Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS — TABLE 2

State	Visitor Volume in 1987 at All Welcome Centers	How is the Visitor Volume Figure Obtained? Explanatory Notes
AL	2,057,857	The visitor figure is obtained through the sign-in register at welcome center. There are expansion plans at the Madrid Welcome Center. There are also welcome centers that are not state funded at the following locations : Mobile-Ft. Conde, Birmingham (2), Huntsville, Montgomery, Selma, Tuscaloosa, Dothan, & Gulf Shores.
AK	unknown	The state operates only one visitor information center. It also participates in the funding and management of two other inter-agency Public Lands Information Centers. Approximately 20 community-sponsored visitor information centers across the state receive matching grant monies to help support their operation.
AZ		*$675,000 will be allocated to the Office of Tourism for construction of one welcome center to be built on Interstate 40 in a Department of Transportation rest area. Construction should be completed by October 1990.
AR	470,487	The visitor figure is based on visitors who have contact with welcome center staff. Only those visitors who give their state of origin and destination, travel party size and number of days spent in Arkansas are counted. We plan to open a new Tourist Information Center in Ashdown, AR on 10/15/88.
CA		*California has no state-operated highway welcome centers. There are 14 highway agricultural inspection stations operated by the state's Department of Food and Agriculture, which record vehicle counts.
CO	218,401	The visitor figure is obtained from guest register sign-up at in each center. Travel counselors ask each visitor to sign register as they walk in. The Master plan calls for 8 centers; currently there are 3 with 4th in negotiation. The remaining 4 would be built or developed by a group of local/county/regional/private entities who would then let the Colorado Tourism Board operate them as welcome centers, including maintenance and staffing expenses. Other visitor centers in the state do not receive state monies. They are developed and operated by local/county/regional/private entities to promote local areas. *These sources provide funding for local visitor centers only, not for state operated Welcome Centers.
CT	770,000*	*The visitor figure represents summer only and is obtained through the use of hand-held counters by Welcome Center staff. A 17th century replica of Hartford's first meeting house is planned for construction as a Welcome Center at the border with Massachusetts in 1988-89. The visitor center at the Old State House in Hartford is locally operated. There is a New Haven information center at Long Wharf. A private sector Information Center at Olde Mistic Village in Mystic is operated as a tourism business entity.
DE	unknown	*There is no central system of visitor centers; each one is run separately by public and private sectors. Travel office funds for welcome centers are allocated through matching and direct grants. Other state agencies also provide funding for welcome centers in the state.
DC		We operate one Visitor Information Center in Downtown Washington, D.C.
FL	2,215,445	The visitor figure is obtained by counting the actual number of visitors served in the welcome centers. The I-95 welcome center in Yulee, and the I-10 welcome center in Pensacola are centers that are planned for construction. *The Department of Transportation maintains the welcome centers' grounds.
GA	14,000,000	The visitor figure is obtained through the use of a vehicle counter. There are new centers at: Rossville (I-75 South), Lavonia (I-85 South), and Augusta (I-20 West).
ID	Unknown*	*The center on I-84 at the Idaho-Oregon border opened in May 1988. Three more welcome centers are planned to be completed by 1990 (built by Transportation - staffed by Parks and Recreation).
IL		Staff members keep statistics on visitor counts.
IN	Unknown	welcome centers were opened in the Fall of 1988. There are 14 rest areas operated by the Indiana Department of Highways and private sector. We have no compilation of total visitors.
IA	695,114	signatures in guest books are counted (at eight interstate centers only) and the average travel party size is applied to total sign-ins to generate visitor estimate. In 1987 the Iowa legislature appropriated $2,000,000 to be used on a dollar for dollar match for the establishment of welcome center projects. Applications were submitted in the categories of interstate, primary highways, and communities population 5,000 and under. A total of 47 proposals were received requesting over $9,000,000 in state funds. Ten proposals were approved for funding. The centers will all be open year round and managed by the local areas.
KS	400,000	The visitor figure is obtained through welcome center staff and traffic counts. The Travel and Tourism Division provides 100% funding for the 4 state-owned centers. It also provides about 10% of operating costs for the remaining 5 state subsidized centers.

State	Visitor Volume in 1987 at All Welcome Centers	How is the Visitor Volume Figure Obtained? Explanatory Notes
KY	1,038,448	The visitor figure is obtained from registrations at the welcome center information desks. Currently there are no plans to staff additional welcome centers with state travel office staff. There are several visitor centers throughout the state which are staffed and financed by local tourism organizations.
LA	1,965,109	Visitor figure is obtained through voluntary registration which is promoted by each travel counselor.
ME	841,000	There is a vehicle counter at one location; manual counts are made at the others. There is a center planned for Hampden, south of Bangor. *Locations not funded by Travel Office are Bangor, Bethel, Fryeburg, Old Town, and Machias. These five centers are operated by the Maine Publicity Bureau, a not-for-profit, membership-based corporation that provides statewide tourist information services on behalf of the tourism industry and the state of Maine.
MD	1,280,067	This figure is derived from a hand count from January to June and then with electronic counting devices through December. There are two new buildings on I-95 in the corridor between Baltimore and Washington, D.C. *Local and SHA funding is provided to construct the information centers; Tourism Budget takes over after centers are built.
MA	2,600,000	Welcome center staff provide visitor counts each month.
MI	2,653,395	The visitor figure is obtained by number of people seeking information as reported by center staff. The 17 welcome centers (2 new for 1988) are operated by the Department of Transportation.
MN	2,000,000	We use electronic door counters at all state-owned Travel Information Centers (TIC). Occasional Vehicle Surveys are conducted by the Department of Transportation at highway TICs. *There are 11 highway welcome centers, and a walk-in tourism office center. Minnesota TICs are located within safety rest area facilities, which the Department of Transportation constructs and maintains. Two new TIC / Rest Area sites are currently under construction. Local communities generally serve the public with travel/tourism centers, either from their Chamber of Commerce or a separate facility in a convenient drive-in location (usually at the edge of town). A number of cities have year-round TICs, but most concentrate on summer vacation travelers. All receive local funding.
MS	1,802,305	Welcome center staff prepare and submit a [illegible] in attendance figures to the travel office. Two additional welcome centers are planned.
MO	788,782	The visitor figure is obtained through contact with welcome center staff.
MT	unknown	State welcome centers are funded by Chambers of Commerce, convention and visitors bureaus, and private organizations.
NE	263,000	Our present goal is based only on those visitors that our guides have personally talked with. All centers are funded by the Nebraska Kodak Department. We only provide staffing.
NV		*Nevada does not currently have any highway welcome centers that are state-operated.
NH		The Office of Vacation Travel distributes travel literature at state welcome centers.
NJ		We are currently negotiating with an owner & developer of the Airport Mall located on the Garden State Parkway, Bayshore area. We are also in the process of negotiating with the Port Authority at Newark Airport for a space at the Ground Transportation Center counter in Terminal "C". If that fails through, we are looking into the possibility of negotiating with Continental Airlines for a space to place a free-standing kiosk.
NM	561,000	The visitor figure is counted from guest register signatures which include the number of people in travel party. Additional welcome centers are planned for Clovis, Raton and Albuquerque. Albuquerque has a year-round local tourist booth on a pilot. Santa Fe and Taos operate ours in the summertime only.
NY	Unknown	Data on visitor traffic is not available, as not all welcome centers maintain statistics or maintain them differently. *Matching funds money is frequently used for the production of brochures which are distributed at information centers.
NC	1,000,000	The visitor figure is obtained through the use of vehicle counters. The total number of cars per month is multiplied by the average number of people per car (estimated at 2.5). The Department of Transportation is responsible for welcome center property maintenance and upkeep. Three private centers are currently under construction.
ND	33,150	Welcome staff members count vehicles (not passengers) stopping at centers for travel information. There are 14 information centers in North Dakota operated and maintained by local chambers of commerce or convention & visitors bureaus. Not all of these centers are at highway locations. Budget, visitation and staffing information for these 14 centers are not included on this survey.

WELCOME CENTERS — TABLE 2

State	Visitor Volume in 1987 at All Welcome Centers	How is the Visitor Volume Figure Obtained? Explanatory Notes
OH	500,000	The visitor figure is a seasonal estimate based on contact with welcome center staff via registration and door counter. An additional gateway center is under construction. *Gateway Centers. Local organizations have community centers.
OK	1,298,077	An electronic counter is located at each center entrance to count all visitors entering the center. Two new centers are planned for 1989 to replace existing centers. Planning and construction for one center is funded by DOT; the other is funded by the Tourism Department from capital funds provided by the legislature. There are five visitor centers that are operated independently by a city and/or an organization with the department providing $10,000 in funds for operations at only one of the centers. The ten h center operated by the department is located in the State Capitol.
OR	400,000	Welcome center visitor counts are done by the center staff. Two additional centers are planned. One will be in eastern Oregon, which will be a log-cabin structure with hand crafted furniture and art inside; the other is in the Portland area (on I-205).
PA	810,000*	*This figure represents travel parties served and/or those who have contact with welcome center staff. A "travel party" can be one couple, one carload, or one bus of travelers.
RI	200,000	The visitor figure is obtained from our own sign-in sheets and reports from other centers. A new welcome center is about to open on I-95 at the entrance to Rhode Island. It will be operated year-round and will be a primary welcome center for the state. In addition, a new welcome center was recently opened in Newport and will be operated by the Newport CVB with room-tax funds.
SC	5,200,000	The visitor figure is calculated by vehicle counter times the average number of people per party, as noted on each register at each center.
SD	206,049	The visitor figure is obtained through voluntary registrations at all welcome centers.
TN	8,990,275	The visitor figure is obtained from vehicle counts.
TX HWYS	5,212,519	This figure is derived from daily tabulation sheets which are completed by the welcome center staff, who count the number of visitors to each center on a daily basis. Monthly and annual reports are derived from the daily tabulation sheets. *Another highways department division (the Safety and Maintenance Division) provides funds for the construction of new facilities. Depending on the location of the welcome center (i.e., interstate highway), federal funds may also be used. No new sites are planned at this time. However, a new facility for the Denison Tourist Bureau is planned for FY 1990.
UT	326,800	
VT	840,000	The visitor figure represents counter registrations. One welcome center is under construction on I-89 in Highgate Springs at the Canadian border.
VA	2,500,000	Count includes only visitors with whom state travel counselors interact. Estimate is based on the number of parties counseled multiplied by an average party size figure for welcome centers. There are 23 regional/local visitor information centers throughout Virginia. The centers receive training from the Division of Tourism. However, all operating costs of these centers are funded by the region or locality.
WA	264,000	Travel counselors record number of people in party to tally visitor figure. *Washington Tourism funds 4 official state visitor information centers by 100%, 2 by 50% and 1 by 40%. Regional information centers are also funded by a maximum of up to 25.00% for 2-7 centers. There are approximately 130 welcome centers in the state, about 110 of which are operated year-round. Most centers are operated by non-profit organizations, cities, counties, federal agencies, etc.
WV	2,221,536	The visitor figure is obtained from contact with highway welcome center staff who do daily counts.
WI	1,644,511	Visitor figure only includes the state-operated information centers. *There are 7 highway welcome centers and 4 urban centers located in Chicago, IL and Madison, WI.
WY	827,290	The visitor figure is obtained from automatic door counter and actual count. Our figures do not include any rest areas owned and maintained by the Highway Department as they only provide a map display for tourists. There is no staff provided for distribution of travel information.
GU		*GVB's proposal has received legislative approval to construct a visitor center that will also house GVB's administrative offices and police substation. The proposal is pending approval from the Governor.

APPENDIX A:
DESCRIPTION OF BUDGET CATEGORIES

The following categories were used by state travel offices as a guideline in preparing breakdowns of the two budgets covered in this survey. Not all categories are applicable to every state. States could also report additional expenditure categories, which appear under "Other " in the budget breakdown tables.

Personnel Services	Salaries, fees, fringe benefits, etc.
Administrative Costs	Rent, utilities, travel, etc.
Advertising: Media Purchase	TV, magazine, newspaper, radio, etc. U.S. and foreign advertising costs
Advertising: Production	Costs related to producing the U.S. and foreign advertising in "Media Purchase"
Printing and Production	Costs of all printed materials (e.g. fulfillment/direct mail pieces, consumer or trade show materials, resource manual)
Inquiry Fulfillment	Costs to service and fulfill trade/consumer advertising inquiries (postage, 800 numbers)
Promotion, Press and Public Relations	Trade shows, consumer shows, package tours, Fam tours, press releases and conferences, travel writer tours, etc.
Research	Research conducted in-house or contracted with a university or a private firm
Matching Funds Program	Promotional programs (e.g. cooperative advertising) where state funds match private monies through a matching formula
Direct Grants	One-time, non-matching grants designated for specific projects (e.g. capital outlays advertising, promotion or development)
Welcome Center Construction	Construction, major repair or renovation of welcome or information centers to which travel office provides funds
Welcome Center Operation	Staff, training, internal furnishing & upkeep, literature, or other operating costs of centers to which travel office provides funds

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